



PRESS RELEASE

Publicis Groupe SA launches Talentvillage, an international network for Human Resource communications.

Paris, 19 June 2003 – **Talentvillage** is designed to help businesses, especially those with worldwide reach, effectively meet the challenges of global recruitment. The world is getting smaller and smaller, turning into a true *village* of sorts. While the war for talent spans the globe, strategies for attracting talent must be integrated. The **Talentvillage** network of recruitment advertising agencies works together to build global employer brands and effectively communicate these brands locally.

Talentvillage has a hub-and-spoke structure uniting several regional bases to provide operations with truly coordinated international scope rather than the juxtaposition of local initiatives. These bases are represented by Shaker Recruitment Advertising & Communications in Chicago, Saatchi & Saatchi Recruitment Advertising in Singapore, Barkers in London and Mediasystem in Paris.

The network operates under a management project system, preserving and leveraging the identity of each participating firm in its market, and drawing on an increasingly diversified range of local know-how and talent to support the rapid internationalization of corporate functions.

Talentvillage brings together 12 agencies with recognized experts built on 20 to 150 years of experience in recruitment communications. They include a number already belonging to the Publicis Groupe (indicated below with an asterisk).

- *Mediasystem (France, founded 1977, and its Benelux subsidiary), the initiator of the project
- *Publicis Berlin (Germany)
- Sintex (Italy)
- Irbea (Spain)
- Rubicon (Ireland)
- Barkers (UK, founded 1812)
- *Saatchi & Saatchi Recruitment Advertising (Singapore/*Malaysia, founded 1986)
- Shaker Recruitment Advertising & Communications (US, founded 1951)
- *Publicis Tandem (Canada)
- Haines Advertising (Australia and New Zealand)



Talentvillage leverages the strength of each of these recognized specialists in recruitment and retention communications. Each agency has the roots and extensive experience needed to create effective solutions relevant to the culture of their market.

The twelve **Talentvillage** agencies employ a total workforce of nearly 1,000, present in some 30 cities. Among the first **Talentvillage** clients are Danone, Valeo and Toyota Motor Europe.

Maurice Lévy, CEO of Publicis Groupe SA: *“Managing talent and recruiting new employees are vital to the life of any business. And related communications are all the more crucial as they must reflect the values and philosophy that define the business. With Talentvillage and the prestigious agencies participating in this partnership, Publicis has the broadest offering and the best expertise on the market to meet business needs to the full.”*

For John Farrell, Chairman of the Publicis Groupe Marketing Services and Serge Perez, Chairman of Mediasystem, initiator of Talentvillage : *“The HR Communication international market is still a very young market, only a few years old. The first generation HR Communication agencies networks that were created between 1997 and 2002 have shown their limitations. The market missed a network that is able to work in real synergy to build locally attractive and globally consistent employer brands. The decision to gather strongly rooted agencies with already successful international employer branding case stories within Talentvillage is therefore an essential initiative to help companies attract and retain talents.”*

Joseph G. Shaker, Chairman, Shaker Recruitment Advertising & Communications: *“We at Shaker Recruitment Advertising & Communications are extremely proud to be a strategic partner in the Talentvillage network. To truly have a global employer brand, an employer must understand the customs, rules and regulations of each country of interest. The Talentvillage network of highly sophisticated recruitment advertising agencies provides rich local knowledge specifically related to recruitment advertising ... in order to achieve our clients' international goals. We are each an important agency in our country, and passionate about what we do. As one of the largest recruitment advertising agencies in the United States, we can now offer our clients, as well as other interested employers, the best of all worlds...through Talentvillage.”*

Robert Bain, Chief Executive of Barkers, the UK's leading independent recruitment communications specialist: *“The battle for the best talent is truly global. Even in tough times, great businesses need the best people - wherever they come from. (But) the strongest international*



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employer brands still need to live locally. For this reason Barkers is proud to be a founding member of The Talentvillage network, connecting world class local recruitment expertise. Our businesses have unrivalled buying power and unmatched experience, brought together as a conduit for great companies to recruit top talent across the globe.”

Publicis Groupe SA (Euronext Paris : 13057, NYSE : PUB) is the world’s fourth largest communications group, as well as world leader in media counsel and buying. Its activities span 109 countries on six continents.

Groupe activities cover **advertising**, through three autonomous global advertising networks : Leo Burnett Worldwide, Publicis Worldwide, Saatchi & Saatchi Worldwide, as well as through its two multi-hub networks Fallon Worldwide and Bartle Bogle Hegarty, 49%-owned ; **media counsel and buying** through two worldwide networks ZenithOptimedia and Starcom MediaVest Group; **marketing services** and specialized communications including direct marketing, public relations, corporate and financial communications, multicultural and healthcare communications.

Web sites: www.publicis.com and www.finance.publicis.com and www.talentvillage.com

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