

Lenovo Appoints Publicis Media Bespoke Unit to Handle Global Media Strategy, Planning and Buying

Bespoke client unit Lenovo One Media, powered by Publicis Media's Performics and Spark Foundry, will service traditional and digital media business across 28 markets

CHICAGO (July 17, 2018) – Lenovo has selected Publicis Media to handle its global media strategy, planning and buying through a bespoke client unit called Lenovo One Media, which will be directed by Performics and Spark Foundry.

The new solution will be responsible for media strategy, planning and execution and includes all forms of traditional and digital media as well as global reporting and tools for Lenovo's B2B and B2C brands, and Motorola. Lenovo One Media will serve Lenovo globally across the Americas, EMEA and APAC.

Matt Bereda, VP of Marketing at Lenovo, explains "we are excited to work with Publicis Media to consolidate our media activation efforts and leverage their best practices for driving more efficiency and effectiveness."

Lenovo One Media will be overseen by Andre Marciano, who will serve as COO of Lenovo One Media. Scott Shamberg, Performics U.S. CEO commented, "Our mission is to be the premier growth driver for Lenovo across their B2C and B2B business units. We're excited to be partnering with Lenovo to connect and integrate their performance media planning, buying and optimization across a large number of markets."

"We couldn't be more thrilled to partner with Lenovo in harnessing the power of our innovative media strategies to drive continued growth for the brand across the globe," said Chris Boothe, Spark Foundry Global Brand President and U.S. CEO.

About Performics

As the original performance marketing agency, Performics is the premier revenue growth driver for many of the world's most admired brands. Across an expansive global network operating in 57 countries, Performics leverages data, technology and talent to create and convert consumer demand wherever it is expressed—search, social, display, commerce and offline channels. Performics is built for the relentless pursuit of results. Headquartered in Chicago, Performics is a Publicis Media company. To learn more, visit <https://www.performics.com>.



About Spark Foundry

Spark Foundry is one of six global media agency brands within Publicis Media, and has offices within Publicis One, both of which are key divisions of Publicis Groupe [Euronext Paris FR0000130577, CAC 40]. Spark Foundry's bold vision harnesses a startup spirit with a powerhouse soul that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media. With 3,500 employees across the world, the agency leverages the best industry talent and a growing footprint of offices in key markets including the U.S., UK, MENA, Poland, Australia and China.