

Publicis One Launches LiquidLab and Performics in Panama

Panama, April 18, 2017 In response to the growth of digital, data and technology in Latin America, Publicis One announced that it has recently launched LiquidLab and Performics in Panama. "With this launch, we reinforce our operations and provide our customers with a strategic digital vision, transforming the dynamics in Panama and the region based on the specialization of our brands and the alchemy between technology and creativity," said Juan Carlos Vinasco, Digital Director, Publicis One Panama.

A social content agency that grows brands through real-time social connections, LiquidLab unites a group of specialists who leverage research, data, and design to create relevant content. A part of Publicis One, LiquidLab was launched in 2014 in Argentina and Miami during the World Cup and since then has also been running real time campaigns for multiple brands in several markets.

In addition to LiquidLab's launch, Performics' expansion in Panama will help our clients with customized and dynamic solutions. Performics practice specializes in using billions of digital data points to optimize and continuously achieve success for our clients across multiple channels.

The team will be led by Diego Barone Director of Liquidlab and Grace D'Marco Director of Performics, the two will work together with Vinasco. The Publicis One digital team in Panama comprises more than 40 people across LiquidLab, Performics and the other media agency brands. The first campaigns in the country will be carried out for Nestlé, Heineken, Renault and Scotiabank Transformándose.

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About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449), Publicis.Sapient (SapientRazorfish, DigitasLBi, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) .