

Press release



12/04/12



PUBLICIS GROUPE ACQUIRES AR NEW YORK, AN OUTSTANDING LUXURY ADVERTISING AGENCY

"The luxury market is an advertising segment ripe with investment opportunity," said Jean-Yves Naouri. "It is forecast to grow by up to 7% in 2012, defying global turmoil and breaking into new markets. We are especially pleased to welcome the AR New York teams to Publicis Worldwide. They are passionate about the powerful influence of contemporary arts, design and culture on consumers' engagement with brands, and this vitality and focus is the drive behind the award-winning work they create for their clients."

Publicis Groupe [Euronext Paris: FR0000130577] announced today the acquisition of 100% of AR New York, among the leading full-service advertising agencies in the United States dedicated to the luxury goods, fashion and beauty industries. AR New York will become part of Publicis Worldwide, the Groupe's historic advertising network. The move highlights Publicis Worldwide's commitment to identifying promising market opportunities and investing in high-growth segments.

AR New York is the agency-of-record for many of the world's leading fashion, luxury and beauty brands. It has helped to build a number of iconic global brands, including Asprey, Banana Republic, Brioni, Brooks Brothers, Conrad Hotels & Resorts, DFS, Dolce & Gabbana, Jimmy Choo, Moët & Chandon, Neiman Marcus, Salvatore Ferragamo, Smartwater, St. Regis Hotels & Resorts, Valentino, Versace, Vogue Magazine and Waldorf Astoria. The agency was founded in 1996 by Raul Martinez and Alex Gonzalez. Current CEO Dianne desRoches joined as a third partner in 2000, bringing a strategic background and strengthening the agency's ability to balance both the business and creative demands of brands. Their team comprises some 50 communications professionals based in Manhattan.

AR New York will retain its name within the Publicis Worldwide global network, and will continue to service its core luxury and fashion markets. Founding partner Raul Martinez (Chief Creative Officer) and Dianne desRoches (CEO) will remain at the head of the agency, and will report to Jean-Yves Naouri, Chief Operating Officer of Publicis Groupe and Executive Chairman of Publicis Worldwide.

