



## PUBLICIS GROUPE

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### PRESS RELEASE

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#### **PUBLICIS GROUPE GAGNE LE MANDAT PUBLICITAIRE PANEUROPEEN ET LE BUDGET DIGITAL DE HP PERSONAL SYSTEMS. SAATCHI & SAATCHI GENÈVE DEVIENT L'AGENCE LEADER POUR LA PUBLICITÉ**

*Paris, le 14 avril 2009* – Après une consultation d'agences, Hewlett Packard a choisi Publicis Groupe en tant que nouveau partenaire pour toute la communication ATL de sa division Personal System Group (PSG) en Europe, Moyen-Orient et Afrique (EMEA).

Etablie à Genève, PSG, la division de HP pour PC et mobiles, a décidé de confier sa communication numérique à Publicis Modem, ainsi que l'ensemble de sa communication publicitaire à Saatchi & Saatchi.

Cette présentation concurrentielle a été menée conjointement par Richard Pinder, Chief Operating Officer (COO) de Publicis Worldwide, et par Pedro Simko, Président de Saatchi & Saatchi en Suisse et Chief Marketing Officer EMEA.

«HP est depuis longtemps un client extrêmement important de notre groupe et nous sommes très heureux que notre relation avec HP s'étende à ce nouveau secteur», déclare Richard Pinder, COO Publicis Worldwide.

Et Pedro Simko, Président de Saatchi & Saatchi en Suisse ajoute: «C'est une passionnante mission de développer une solide plateforme de communication pour HP dans la région EMEA. C'est également une fantastique opportunité pour notre agence».

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#### **About HP PSG**

HP is a technology company that operates in more than 170 countries around the world. We explore how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. We apply new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way our customers live and work.

HP was founded in 1939, with Corporate headquarters based in Palo Alto, California.

HP is amongst the world's largest IT companies with revenue totaling \$118.4 billion for fiscal 2008. HP's 2008 Fortune 500 ranking is No. 14.

HP's three business groups drive industry leadership in core technology areas :

- The Personal Systems Group : business and consumer PCs, mobile computing devices and workstations
- The Imaging and Printing Group : inkjet, LaserJet and commercial printing, printing supplies, digital photography and entertainment
- The Technology Solutions Group : business products including storage and servers, EDS, managed services and software

**Web site :** <http://www.hp.com>

#### **About Publicis Groupe**

Publicis Groupe [Euronext Paris: FR0000130577] is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 45,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services offering healthcare communications, corporate and financial communications, sustainability communications, shopper marketing, public relations, CRM and direct marketing, event and sports marketing, and multicultural communications.

**Web site:** [www.publicisgroupe.com](http://www.publicisgroupe.com)



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