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Blue 449 global rollout increases pace with agency launch in Spain

Blue 449, part of the ZenithOptimedia Group, has opened its seventh network office with the launch of the agency in Spain. This follows the global launch of Blue 449 in March last year, and the opening of offices in the UK, France, Italy, Germany, Australia and Belgium.

Blue 449 will be led in Spain by Managing Director Carlos Casado and will be supported by Adam Hemming, who takes up the role of General Manager. Carlos joined ZenithOptimedia in 2002 as New Business Manager, and was responsible for launching ZenithOptimedia's branded content division, Newcast, in Spain. Adam joins Blue 449 Spain from ZenithOptimedia Singapore, which he has led for the past six years.

Blue 449 Spain will be located in the Madrid office of Zenith Media and Optimedia, and will work closely with all of the specialist units of both companies. At launch, Blue 449 Spain will be working with global clients such as Clarins, Disneyland Paris, Puma, Polo Ralph Lauren and BASF.

Blue 449 will have 17 city hubs by the end of its first year and will operate collaboratively with the other ZenithOptimedia brands, including Performics, Newcast and Ninah. The new network will also benefit from access to the extensive range of services within the Publicis Groupe and VivaKi within a new framework for clients called 'Open Source'. Collaborative, Open Source behaviours will also inform Blue 449's relationships with media, technology and creative partners. They will also influence the network's planning approach and its response to the new digital economy.

Andras Vigh, Global CEO, Blue 449, said: "The world doesn't need yet another global media agency. What it needs is a new force of energy for clients looking to break with traditions. Blue 449 is a realisation of visionary attitudes and thinking set to disrupt the market."

Carlos Casado, Managing Director, Blue 449 Spain, said: “This is a truly exciting development in media communications. Blue 449 will be a dynamic, multi-hub network, benefitting from all the resources of ZenithOptimedia and Publicis Groupe and pioneering an Open Source, collaborative approach, seeking the best talent both locally and internationally.”

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About Blue 449

Blue 449 – www.blue449.com - is a new global media network within the ZenithOptimedia Group. Organised in four regional hubs (EMEA, North America, Asia-Pacific, LATAM), with its headquarters in London, Blue 449 will operate across 17 city hubs around the world by the end of its first year. Driven by an “Open Source” approach, Blue 449 will take charge of its customers’ business objectives and enable them to access the extensive range of services within the ZenithOptimedia Group and the Publicis Groupe, making use of external partners to the group, selected for their best results and the best possible value for its customers.

About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with over 7,500 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world’s third largest communications group, and the world’s second largest media agency group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Aviva, Clarins, Kering, Lactalis, L’Oréal, LVMH, Nestlé, Oracle, Reckitt Benckiser, Richemont Groupe, SCA, Sanofi, Toyota and 21st Century Fox.

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