

**28<sup>h</sup> January 2016**

## **Blue 449 launches first network office in the Middle East**

Blue 449, part of the ZenithOptimedia group, has opened its eighth network office with the launch of the agency in the UAE. This follows the global launch of the Blue 449 network in March 2015.

Headquartered in London, the new network - which is taking an innovative approach to communications - has opened offices in the UK, France, Italy, Australia, Germany, Belgium and Spain, and now the UAE.

Blue 449 UAE is based in Dubai and will be led by CV Suvi, who will take on the role of Managing Director of Blue 449 MENA. CV will report to Firas El Zein, CEO Zenith MENA.

Blue 449 will have 17 city hubs by the end of its first year of trading. These agencies operate collaboratively with the other ZenithOptimedia brands: Zenith, Optimedia, Performics, Newcast, Moxie and Ninah. The Blue 449 network also benefits from access to the broad range of services within the Publicis Groupe and VivaKi within a new framework for clients called 'Open Source'. Relationships with media, technology and creative partners will be built upon collaborative, 'Open Source' management. They will also carry weight in the network's planning approach and its response to the new digital economy.

CV Suvi, MD, Blue 449 UAE said: "We are extremely excited about the launch of Blue 449 in MENA. It is a dynamic network that will benefit from all the resources of ZenithOptimedia and Publicis Groupe. The network's integrated planning approach and Open Source partnership framework will enable us to work more effectively across media, content, data and technology, bringing in flexibility and agility to meet client challenges."

Andras Vigh, Global CEO, Blue 449, said: “We are very proud to open Blue 449 here in Dubai. This launch is a significant step in the creation of the Blue 449 network. This first outlet in the Middle East continues our expansion and the development of the agency’s very different approach to communications. As an Open Source agency, Blue 449 UAE will partner with a wide range of exciting and forward-thinking companies to deliver a truly innovative approach to communications.”

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**About Blue 449**

Blue 449 – [www.blue449.com](http://www.blue449.com) - is a new global media network within the ZenithOptimedia Group. Organised in 4 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](http://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 21<sup>st</sup> Century Fox.