

Publicis Media Launches UNIT3C, A Unique End-to-End Social Marketing Solution

UNIT3C unifies media, creative and analytics into a comprehensive social marketing solution; hires Cynthia Glasbrenner to drive social transformation

ATLANTA, GA – April 26, 2018 – Publicis Media announced the launch of a new social marketing capability designed to offer clients a scalable, turnkey solution to manage their entire social marketing programs from ideation to activation. The offering is an evolution of Publicis Media’s existing social expertise and will live within UNIT3C, formerly a Moxie creative production unit. The creatively fortified UNIT3C aggregates Publicis Media’s existing capabilities across social media buying and planning, strategy, listening and advanced analytics into a single hub.

“Publicis Media UNIT3C fills a need in the social media market that is often fragmented and difficult for clients to navigate due to the rapidly changing media platforms and social distribution models,” said Tim Jones, CEO, Publicis Media Americas. “This is an important evolution of our existing social expertise to bring creative, production and media together so clients have one central point to access our world-class agencies, global practices and unique data-driven capabilities. Together we can deliver the speed, scale and precision needed to drive true transformation in the social space.”

Overseeing this new entity is Cynthia Glasbrenner, who recently joined Publicis Media as SVP, Managing Director. A 20-year media industry veteran, Glasbrenner was most recently SVP of Media at Hill Holliday in Boston, where she oversaw all media activities for Dunkin Donuts. Prior to that, she led a paid social group at Edelman. During her distinguished career, Glasbrenner has worked with several Fortune 500 brands like AT&T, Kraft, Disney, Apple and Coca-Cola.

“Cynthia brings a true, holistic media perspective, with deep understanding of social and what it takes to drive compelling social content,” said Jones. “We’re thrilled to have her join the Publicis Media family.”

“There is a client demand for a new and better social solution,” says Glasbrenner. “UNIT3C connects media and content and powers it with data, critically bringing together capabilities and



teams in these areas to combine interconnectivity with strategic campaigns and ultimately change the way brands connect to consumers in social spaces.”

Publicis Media UNIT3C services are available to all Publicis Media agencies and their clients in the U.S., as well as new clients looking for comprehensive social solutions to move their brands forward.

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About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, DigitasLBi, Spark Foundry, Blue 449, Moxie and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees worldwide.