

Publicis Media strengthens UK investment team further with appointment of PMX CEO

6 June 2017 – Publicis Media – one of the world’s largest media buying operations – has appointed Chris Williams to the newly-created role of Chief Executive Officer, Publicis Media Exchange (PMX) UK.

Williams will be responsible for a trading and investment portfolio that exceeds £1 billion of billings a year in the UK on behalf of clients that include Mars, Asda, Visa and Belle.

He joins from Magna, IPG’s strategic media investment and intelligence unit, where he held the role of Global President. Before that Williams worked in senior roles for Publicis Groupe at VivaKi and Starcom Mediavest Group.

Williams will report to Amanda Morrissey, Publicis Media CEO and takes up his role on 12 June.

Amanda Morrissey said: “Chris has impressive industry experience as well as a deep knowledge of our company. His blend of expertise and skills will ensure we continue the transformation of both the team and the PMX operation in the UK which will strengthen still further our investment opportunities for all current, and prospective, clients.”

Chris Williams, said: “I am thrilled to be joining Publicis Media and helping the UK team advance their innovative vision and strategy which is paying dividends with a string of impressive client wins as they bring their tenets of trust, talent, and transformation to life.

“The agencies and their client portfolios are world class and I can’t wait to get started in successfully driving performance for those clients via a PMX offering that is fuelled by data and technology.”

Meticulous planning is not just a characteristic of Chinese travelers; 1 in 4 Asians plan their purchase – while still at home and at the item level. And 1 in 3 affluent Asian consumers plan in even more in detail, deciding in advance the brand and the specific item they want to buy.

“Just because your brand made it to their shopping list, doesn’t mean the path to purchase has been cemented! Our data suggests that approximately 66% of affluent Asian travelers, change their mind and they end up not purchasing one or more brands that were in their list,” said Teo.



Approximately the same percentage of respondents – 65% - told us that they purchased a new brand – one they did not know before their trip.

Millennials are even more susceptible to discover a new brand vs the overall respondent. We can see that souvenirs and local food are topping the list of Item at the planning stage, but when consumers plan in detail, they tend to do so for Luxury Cosmetics, Accessories, Fashion. China is a big surprise here.

Traditionally, Chinese travelers have been (and are) very detailed planners. When compared to the rest of Asian Affluent travelers, we see the Chinese planning more on the Brand only level and they do so across the spectrum.

Across all of Asia, consumers are willing to spend beyond their budgeted expense.

The most profitable way in reaching luxury consumers is in upping the digital game with multiple opportunities to reach Asian travelers on-the-go with influential own-language content.

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 five global brands, Starcom, Zenith, Mediavest | Spark, Blue 449 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 17,500 employees worldwide.



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About Asian Nomads

Publicis Media's Asian Nomads report covers 5800 luxury consumers in 10 markets in Asia Pacific. Asia Pacific markets surveyed: China, India, Indonesia, Malaysia, Thailand, Philippines, Singapore, Hong Kong, Taiwan and Korea.

Affluent Asian Nomads are set to change the global travel terrain where 1 billion Asians will have enough disposable income to travel by 2030, up from 240 million today.

This will contribute to more than 50% of global travel traffic which will come solely from the Asia Pacific region.

By 2030, trips outside Asia will account for 40% of China's market value – with travelers spending USD 700 billion on them, according to BCG and TripAdvisor's "Winning the Next Billion Asian Traveler" report.

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