

Beat: Business

PUBLICIS GROUPE and TENCENT sign global partnership

To leadership in digital and technology

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On July 1, 2016 during a Press Conference during the Event 'Viva Technology PARIS - Startup Connect', Maurice Levy from Publicis Groupe announced a strategic partnership with Tencent, the internet giant that operates the most popular social and media platforms in China. The partnership is the first-of-its-kind collaboration across a global advertising group and all 11 products of Tencent, China's largest internet company. It is also the first partnership that transcends the Groupe's three solution hubs of Publicis Media, Publicis Communications and Publicis.Sapient.

The joint agreement was signed by Maurice Levy, Chairman & CEO of Publicis Groupe and SY Lau, Senior Executive Vice President of Tencent and President of Online Media Group who marked the event with the scanning of a WeChat QR code, an action familiar to the 762 million users of Wechat.

This agreement will cement the two groups' relationship at a global level with a mission to breed innovations whilst offering clients all of Tencent's innovations through a unique borderless approach built on three pillars :

- Future Capabilities : Through this partnership, Publicis Groupe and Tencent will launch a “Drugstore” incubation facility, to curate, invest in and cultivate the start-ups of the futur. This will provide breakthrough offerings to our clients in data and ad tech as well as across new VR and AR enabled platforms.

- Data : Through its connected strategy, Tencent will offer Publicis Groupe access to its vast and rich online behavioral data, benefiting clients through improved programmatic offerings, cross-screen planning capabilities and conversion performance.

- Content : The two companies will partner on the co-creation and co-investment of web native content to drive unique content opportunities and new content models for key clients.

Source : Publicis Groupe (Publicis Communications, Publicis Media, Publicis.Sapient and Publicis Health)

* Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company is one of the constituent stocks of the Hang Seng Index. Tencent seeks to evolve with the Internet by investing in innovation, providing a hospitable environment for partners, and staying close to users.

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