



PUBLICIS MODEM

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**PUBLICIS MODEM WEST IN SAN FRANCISCO HOSTS AAF SPONSORED
EVENT: 'ARE METRICS KILLING CREATIVITY IN ADVERTISING?'**

ECD David Shearer Debates Heated Topic with Leaders in SF Ad Industry

SAN FRANCISCO, CA (October 26, 2010) – Accelerating the conversation in digital creativity, Publicis Modem West in San Francisco is hosting the AAF sponsored event, 'Are Metrics Killing Creativity in Advertising' on Wednesday, October 26, 6:00pm. David Shearer, Executive Creative Director, Publicis Modem West in San Francisco, will be joined by four leaders in the San Francisco advertising community to hash out the roles that metrics and creativity should or shouldn't play in an advertising campaign.

Joining Shearer on the panel are: Courtney Buechert, President, Eleven, Inc.; Justin Raveche, Director of Analytics, AKQA, and Doug Sweeny, Vice President of Marketing, Levi's. The panel will be moderated by Greg Stern, CEO, Butler, Shine, Stern & Partners.

Shearer stated, "A Creative's best friend and worst enemy at the same time, metrics are a tool which need to be used properly. You're unlikely to paint a compelling picture if you do the paint with a yard brush."

About Publicis Modem

Publicis Modem is the global digital network uniquely embedded within Publicis Worldwide. Since its launch as Publicis Modem in 2007, the network has grown rapidly to become the fourth largest digital agency in the world with a presence in more than 40 countries, including China, India and Russia. From the Internet's first banner ad in 1994, to the first viral campaign in 2002, Publicis Modem is the leading multi-channel digital experience agency creating digital initiatives for some of the world's most-talked about brands including Citi, General Mills, Hasbro, HP and PayPal, among others.

About Publicis Worldwide in the USA

Publicis Worldwide in the USA is the North American operating unit of Paris-based Publicis Worldwide, the largest global agency network within the world's

third largest communications company, Paris-based Publicis Groupe. The Publicis USA mission is 'Creating Contagious Ideas that Change the Conversation'.

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