



PUBLICIS MODEM

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**AWARD WINNING DIGITAL CREATIVE DAMIAN CLAASSENS JOINS
PUBLICIS MODEM EAST IN NEW YORK AS SVP/CREATIVE DIRECTOR
FROM AKQA NEW YORK**

Publicis Modem USA Makes Two Key Creative Moves in Two Months, as Digital Network Continues to Change the Conversation in Digital Creativity

NEW YORK, NY (October 18, 2010) – Publicis Modem USA, the Digital Specialist arm of Publicis Worldwide in the USA, hires top creative talent Damian Claassens in the new role of Senior Vice President, Creative Director, Publicis Modem East in New York. Claassens joins Publicis Modem New York directly from his role as Group Creative Director, AKQA, New York. He reports to Patrick Clarke, Executive Vice President, Executive Creative Director, Publicis Modem East, and leads creative on the global LG account, among others. Publicis Modem USA is recruiting key creative leads, as Claassens' hire quickly follows David Shearer being named ECD, Publicis Modem West in San Francisco, September 14.

Dani Nadel, President, Publicis Modem USA, stated, "As we continue to grow, we are identifying and recruiting the best creative talent. Damian is a top talent. He brings creative firepower, a passion to explore the unknown, expertise and pure talent. I am happy to have him in New York."

Publicis Modem New York has expanded its staff to 230 and recently moved into a 55,000 square foot new headquarters space at 85 10th Avenue, NYC.

Claassens joined AKQA in New York in 2005, opening the office and developing their digital offering. He led global creative work for AKQA clients such as Nike, Coca-Cola, Motorola, Google, Smirnoff, DoubleClick, Kraft and Johnson & Johnson. With over 12-years in digital creative, Claassens' work has been recognized by nearly every top award show including: Cannes, One Show, D&AD, New York Festivals, IAB, AIMIA and AFA. Claassens is a native of Australia and his experience includes creative positions at Framfab, Copenhagen; Blueberry, London; Ogilvy Interactive, Sydney and Leo Burnett,

Sydney. He holds a BA in Graphic Design, from the University of Canberra School of Design, Australia.

Patrick Clarke stated, "I'm very excited about Damian Claassens' new role at Publicis Modem as SVP Creative Director on LG and other accounts. For many years at AKQA, Damian has led bold, interesting, smart, inspiring and fun work. He has a unique grasp of how creative and technology intersect and impeccable taste. I'm thrilled to have him lead our teams and know that he will, in turn, help lead us to the kind of work that we and our clients want and need."

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, LG 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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