



PUBLICIS MODEM

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**DIGITAL CREATIVE TALENT DAVID SHEARER JOINS
PUBLICIS MODEM WEST IN SAN FRANCISCO AS ECD FROM MRM WEST**

Shearer To Partner with Drew Meyers As New Team Leading SF Office Growth

SAN FRANCISCO, CA (September 14, 2010) – In an effort to change the conversation in digital creativity, Publicis Modem is bringing in top creative talent David Shearer to join Drew Meyers in leading its operation in San Francisco. Shearer joins Publicis Modem West in San Francisco as Executive Creative Director, partnering with Drew Meyers, recently appointed Managing Director. In the new position, Shearer will report to Dani Nadel, President, Publicis Modem and Dialog USA. Shearer joins directly from MRM West in San Francisco where he has been ECD since 2009 leading all creative for clients including Microsoft, Intel and Wells Fargo. Publicis Modem San Francisco clients include LG, PayPal and HP, among others.

Dani Nadel stated, “We’re going to make noise in San Francisco. Bringing in David clearly signals out intention to bolster our creative firepower in this key market. It’s a new day for Publicis Modem San Francisco.”

Shearer has a strong digital pedigree with over 16-years in advertising, and more than 35 national and international awards including Cannes, Clios, NY Festival and One Show. He has created global campaigns, and driven creative strategy and digital thinking for some of the world’s best known brands including IBM, Ford, Apple, Nestle, Cisco, Virgin Atlantic and Motorola Prior to MRM, Shearer was Senior Partner, Creative Director at Oglivy in San Francisco, recruited in 2005 directly from OglivyOne in London to build out the SF office. Shearer started his career at Saatchi & Saatchi, London before taking roles at Rapier and OgilvyOne, London.

Drew Meyers stated, “I’ve watched to see which digital creative talents have kept pace with the increasing demands on creativity, and not just technology. David brings both high creative standards and digital know how. He’s just what I’m looking for in a partner to lead us forward in digital.”

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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