



PUBLICIS

Press Release

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Bupa Appoints Publicis Modem as Global Social Media Partner

June 28, London: Leading international healthcare provider, Bupa, has appointed digital specialists Publicis Modem to help develop its global social media strategy. The brief, which covers the UK, Europe, Asia, South America, and Australia, is to help Bupa engage with a broader online audience.

Publicis Modem will focus on creating a worldwide strategy for Bupa's global teams across social networking sites and blogs. The appointment will see the digital agency help to formalise Bupa's approach to social media on a global scale, helping to drive coordination, knowledge sharing and spread of best practice amongst Bupa's international businesses.

David Lengen, head of digital communications at Bupa, commented: "The appointment of Publicis Modem, will benefit all of Bupa's international markets as we seek to expand and build our online presence. A new, integrated social media strategy will help us to take online conversations about our brand from being purely about health insurance and into the broader health and wellbeing sphere, where so much of Bupa's expertise lies."

Kevin Power, brand director at Publicis Modem, added: "We're delighted to be working alongside Bupa at such a key time for the brand. We'll draw on our experience of working with global brands to advise and support them as they work to put the right processes in place to ensure long-term success in social media."

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About Publicis Worldwide

Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich.