

Publicis Communications acquires One Digital in Brazil

August 1, 2018 - Publicis Communications, Publicis Groupe's creative hub, today announced the acquisition of One Digital, a data-driven agency focused on business performance and creativity based in São Paulo.

Founded in 2003, One Digital today counts 64 employees and works with international and Brazilian brands including Ágora (investments), American Express, Autoline (financial services), BitBlue (Cryptocurrency), Bradesco (Bank), Next (Online Bank), Norsk Hydro Brasil (Aluminium Production) and ShopFacil.com (e-commerce).

One Digital joins the 1,700 strong Publicis Communications team in Brazil, alongside other agencies including Publicis Brazil, DPZ&T, Talent Marcel, Leo Burnett Tailor Made, Sapien AG2, Prodigious, Deepline, F/NAZCA Saatchi & Saatchi, Arc, Vivid Brand and MSL.

Founder & CEO Michelle Matsumoto will remain CEO of the agency, reporting to Justin Billingsley, Global COO of Publicis Communications.

"One Digital is truly aligned with our vision at Publicis Communications that data must be at the heart of successful business transformation solutions for our clients. The addition of One Digital will strengthen our integrated solutions offering in a world where technology is increasingly used to bring people closer together," says Justin Billingsley.

CFO Guilherme Saccomani and CTO Fernanda Coelho, of Publicis Communications Brazil, will lead the new agency integration.

Michelle Matsumoto added, *"When we looked for the brands that are defining the future of communications, Publicis Groupe stood out as the most important player. To be able to be a part of such a transforming group will allow One Digital to gain scale and offer even stronger solutions to our clients."*



In Brazil, Publicis Communication counts 1,700 employees across brands including Arc, Deepline, DPZ&T, F/Nazca Saatchi & Saatchi, Leo Burnett Tailor Made, MSL, Publicis Brazil, Prodigious, Sapient AG2, Talent Marcel and Vivid Brand.

About Publicis Communications

Publicis Communications is one of the four solutions hubs of Publicis Groupe [Euronext Paris FR0000130577, CAC 40] alongside Publicis Media, Publicis.Sapient and Publicis Healthcare. Publicis Communications unites the Groupe's creative offering: Publicis Worldwide, Leo Burnett, Saatchi & Saatchi, BBH, Fallon, Marcel, Prodigious, a global production leader, and MSLGROUP, specialized in strategic communications. Present in 20 markets, Publicis Communications aims to be the indispensable creative partner in their clients' transformation. Publicis Communications draws upon the expertise of over 30,000 employees. [Visit our website for more.](#)

Contact

Lizzie Dewhurst, Global PR and Communications Director
lizzie.dewhurst@publicis.com