

LT Group Consolidates Media Duties with Publicis One Philippines

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Starcom and Blue 449, a part of Publicis One in the Philippines have been selected to handle the entire media business of LT Group, Inc. comprising Asia Brewery, Inc., Tanduay Distillers, Philippine Airlines, Philippine National Bank, Eton, Agua Vida and Interbev.

The selection follows an extensive media agency pitch which took place in November last year. The LT Group, which maintains a strong and dominant position in key Philippine industries, sought the media review to improve communication effectiveness and efficiency in order to drive industry-leading reach, growth and value creation.

The scope of the appointment will see Publicis One Philippines' media brands take full media responsibilities from media strategy, planning and buying (across all mediums including traditional and digital).

Speaking about the appointment, Jennifer Santos, Chief Media Officer, Publicis One Philippines, said, "We are thrilled that Publicis One Philippines has been selected as the partner to drive growth for the LT Group's companies. Publicis One creates value for clients across our media agency brands and scaled capabilities across strategy, insight, data and technology and content. We look forward to driving new levels of scale and value for the LT Group."

Hubert Tan, Vice President for Marketing, LT Group, Inc., comments, "We are very excited to partner with Publicis One Philippines as we undergo a media transformation for our companies. Publicis One's media structure, organization and expertise in strategy and execution will allow us to further build LT Group's brands in the digital age."

Raymond Arrastia, Chief Executive Officer, Publicis One Philippines, said: "This significant win demonstrates the success of our approach, which puts clients at the center and delivers both marketing and digital business transformation to drive client growth through digital and data capabilities. Publicis One represents a new way of working that brings greater integration, optimization and value creation that brings benefits and growth for our clients' business."



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Contact:

Orly Ramas | M: 63 917 515 6747 | E: orly.ramas@mslgroup.com

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSL, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 55 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)