

## Publicis Groupe wins McDonald's China Media Planning Business

### Assignment Managed by a Power of One Dedicated Client Solution

**21 May, 2020 – Shanghai –** McDonald's China has appointed **Publicis Groupe [Euronext Paris FR0000130577, CAC 40]** as its media planning agency partner in Mainland China.

The scope of work will be handled by a Power of One dedicated client solution and includes strategic planning across all media channels as well as digital expertise to support on McDonald's Customer Data Platform development and application in media planning. The pitch was run by Ebiquity, with the pitch process starting in March.

"McDonald's China is an incredible brand with ambitious growth targets in China, and we are truly honored to have been awarded this account. McDonald's was looking for more than a conventional media planning agency. We demonstrated our Power of One approach in assembling a cross functional team across media, ad-tech, data science and analytics, to drive media efficiency and effectiveness. We are ready to be a partner of growth for McDonald's China." said Jane Lin-Baden, Managing Partner APAC and CEO of North Asia of Publicis Groupe.

### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 83,000 professionals.

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