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# PRESS RELEASE



## MAURICE LEVY TO GUEST EDIT CANNES SPECIAL EDITION OF THE DRUM

Maurice Lévy, Chairman & CEO of Publicis Groupe has collaborated as guest editor of a special edition of The Drum magazine, focused on the latest industry news and trends to emanate from Europe and the world, to launch June 19.

The special edition titled "Le Drum" will recognize the most creative minds and teams in the business, in similar fashion to the week-long Cannes Lions Festival, which will draw together the great and the good to France's Mediterranean coast from 21 to 27 June.

The magazine will also feature creative insights, based on Levy's own experiences and interests in life and in work. Levy announced this week that he will share the stage with renowned French DJ David Guetta at the Publicis Groupe Cannes seminar this year, which will feature in the issue. Other features include an interview with L'Oréal CEO, Jean-Paul Agon, Dior CEO, Sidney Toledano, designer Philippe Starck, producer Harvey Weinstein, original cartoons by Plantu and Lars Refn, contributions from Samsung, Twitter, JCDecaux and many more.

Gordon Young, editor-in-chief of The Drum commented: *"We are proud that someone of the esteem and experience of Maurice is to share his insights with the industry through The Drum and we are excited to be working with him on such a project. We know under his guidance that this is going to be a unique but incredible edition."*

To take this special edition to the next level, The Drum and Unit9 production collaborated with Publicis Groupe to produce the first-ever 360° virtual reality tour of Maurice Lévy's office. Filmed on site, the video will be shown during the festival via Samsung Gear VR headsets and posted to both The Drum and Publicis Groupe's YouTube channels.

The magazine will be distributed to regular subscribers of The Drum in June and to delegates at the Cannes Festival of Creativity.

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## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and business transformation. In a world marked by increased convergence and consumer empowerment, Publicis Groupe offers a full range of services and skills: digital, technology & consulting with Publicis.Sapient (SapientNitro, Sapient Global Markets, Sapient Government Services, Razorfish Global, DigitasLBi, Rosetta) - the world's largest most forward-thinking digitally centered platform focused exclusively on digital transformation in an always-on world - as well as creative networks such as BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, public affairs, corporate communications and events with MSLGROUP, ad tech solutions with VivaKI, media strategy, planning and buying through Starcom MediaVest Group and ZenithOptimedia, healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs more than 76,000 professionals.

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