

Publicis One launches Arc in Argentina

Expanding its capabilities into brand experiential

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Fernando Bellotti, Chief Executive Officer of Publicis One Argentina announced the launch of Arc, a brand activation and experiential agency specializing in creating significant and connected experiences for brands. Berty Giménez y Brotons, a multi-awarded industry veteran with over 20 years of experience in this area, has been appointed as the General Manager of the new agency.

The launch of Arc in Argentina is in line with Publicis One's ongoing commitment to expand the range of communications solutions it can deliver for its clients.

"Today, brands need to transform from saying to doing and they need to demonstrate these with concrete actions. For Publicis One, it is important for us to have an agency that can create and deliver experiences for brands and connects people through what these brands do," said Bellotti.

Prior to Arc Buenos Aires, Giménez y Brotons was the Director of Creative Content at Human Full Agency. Before that, he was with Craverolanis Euro RSCG as the Entertainment Director.

Throughout his career, he has led executive production of local and international content with talents from around the world. He was also responsible for bringing many international artists including Malcolm McLaren, Grace Jones, Juliette Lewis, David LaChapelle and Paris Hilton to Argentina. Over the years, he has worked with clients including, Coca-Cola, Adidas, Mondelez, Moët-Hennessy, Nivea, Stella Artois, Campari, Puma, Levis, and Motorola amongst others. His works were also recognized by leading creative festivals including Cannes Lions, Wave Festival, Fiap, Sun, Tooth of Gold, Platinum Pencil and Effie Awards.



"The biggest draw for me with Arc is having the opportunity of working with the industry's most outstanding talents in creative and strategy to create work that allow brands to connect with their consumers in a bold and innovative way. At Arc Buenos Aires, we build the experiences that are built on creativity to not just sell, but also for consumers to connect, inspire, share and live," said Giménez y Brotons.

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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 MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, 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](#)