

## A Night at the Top of the Ad World

*Publicis Groupe announces the winner of the Airbnb Night At Maurice Lévy's Office contest launched in collaboration with the Groupe's 2017 #WhatsNext Wishes video*

**PARIS, January 31, 2017 – Publicis Groupe [Euronext Paris: FR0000130577, CAC 40]** launched Maurice Lévy's annual wishes video "[The #WhatsNext Wishes](#)" in December 2016. At the end of the video, with Maurice Lévy's office empty, viewers were invited to click on the link to "rent Maurice Lévy's office" taking them to a [real Airbnb listing](#) just for the occasion. The contest was open to people both within and external to Publicis Groupe, in any country where we have operations – and the application was simple, tell us "What would you do with a day in Maurice Lévy's office?"

All in all, the Groupe received over 4,000 entries from countries around the world. Over the last month, a jury has been tasked with the very difficult job of narrowing it down to just one person. Together with the jury and Maurice Lévy, the 4,000 were narrowed down to 1,000, then to 100, then to 30, to 10, and finally to one.

Throughout the thousands of anonymous entries, we were looking for the most creative answer and one that could project us into the vision of the person who would ultimately be selected. We are thrilled to have selected someone who embodies the Publicis Groupe purpose – bridging creativity and technology – and who happens to be a colleague from one of our agencies, DigitasLBi, in Chicago.

We are excited to be bringing the Night At Maurice Lévy's Office experience to life for the lucky winner, Keith Soljacich, VP/Director, Technology of DigitadLBi Chicago, this Saturday, February 4<sup>th</sup>.

Maurice Lévy commented: *"Who knew so many people would want to spend a day in my office? But truly, I sincerely thank all those who participated in this contest, which made this year's wishes video something even more memorable. Your entries were humorous, inspiring, creative, heartfelt and most of all – numerous. I am thrilled that the person we chose, out of all the 4,000 entries, happens to be someone from our Groupe. Keith's entry lived and breathed The Power of One, and Publicis Groupe's purpose – linking creativity and technology. I am so looking forward to seeing what he'll be able to create while he's here so that the experience can be shared by many."*



As VP/Director of Technology and the National Lead for the Digital Studio at Digitas, Keith Soljacich leads on-shore and off-shore digital production teams. As a category expert in motion design, Keith bridges the gap between creative and technology to create award-winning branded experiences. Keith is an active member of the Digitas Labs team with a specialty in VR & AR. Keith is celebrating his 10th anniversary with DigitasLBI this year.

Keith Soljacich commented: *“As a Creative Technologist at Digitas, client teams from across our portfolio enlist me and my Digital Studio team to help bring creative ideas to life. When a Creative team has an innovative idea in search of a technology solution, our team brings the knowledge, experience and ingenuity to shape and mold those ideas into reality. I have a passion for collaboration and excitement for the break-through moment when a truly great idea takes shape. To be a part of that on a daily basis is why I love my job. For Maurice Lévy, and his upcoming transition to Chairman of the Supervisory Board after 40+ years of service to Publicis Groupe, I wanted to preserve these final months for him as a time capsule through VR. Using a 3D depth scanner, we will scan and digitize the executive office space, so after retirement he will be able to revisit the office, the desk, the bowl of candy and the view he enjoyed as CEO any time he pleases using a VR headset. Additionally, to mark this incredible experience, I’ll be filming a 360° video travel log of my trip and time at Publicis Groupe HQ and the CEO’s office so the entire Groupe can share in the experience.”*

Follow Publicis Groupe on social media [@PublicisGroupe](#) to keep up with the full Airbnb Night At Experience happening in Maurice Lévy’s office this Saturday.

**About Publicis Groupe - The Power of One**

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: **Publicis Communications** (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), **Publicis Media** (Starcom, Zenith, Mediavest | Spark, Blue 449, Performics), **Publicis.Sapient** (SapientNitro, Razorfish, DigitasLBI, Sapient Consulting) and **Publicis Health**. These 4 Solution hubs operate across principal markets, and are carried across all others by **Publicis One**, a fully integrated service offering bringing together the Groupe’s expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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**Contacts**

**Publicis Groupe**

Peggy Nahmany	Corporate Communications	+ 33 (0)1 44 43 72 83	<a href="mailto:peggy.nahmany@publicisgroupe.com">peggy.nahmany@publicisgroupe.com</a>
Jean-Michel Bonamy	Investor Relations	+ 33 (0)1 44 43 77 88	<a href="mailto:jean-michel.bonamy@publicisgroupe.com">jean-michel.bonamy@publicisgroupe.com</a>
Chi-Chung Lo	Investor Relations	+ 33 (0)1 44 43 66 69	<a href="mailto:chi-chung.lo@publicisgroupe.com">chi-chung.lo@publicisgroupe.com</a>