

STARCOM TURKEY TOPS IN MEDIA EXCELLENCE

DOMINANT IN TURKEY, AND HIGHEST RATED AMONG ALL STARCOMS GLOBALLY IN RECMA NETWORK DIAGNOSTICS

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In their latest Global Report *Network Diagnostics*, dated November 2016, Paris-based research agency RECMA (Research Company Evaluating the Media Agency Industry) has attributed Publicis One Turkey's media agency Starcom the highest score of all Starcom agencies globally, with 21 points.

Speaking about the recognition by RECMA, İnanc Dedebaş, CEO for Turkey, Publicis One said, "We are very proud that Starcom Turkey has once again been named as the number one in Turkey and tops among all Starcoms globally in RECMA's Network Diagnostics. This result is a strong testament to our commitment to delivering our clients a competitive advantage in a fast pace industry. Our strong strategy and unique structure exhibits 3 key approaches: Client first, continuous transformation with special focus to digital and data."

Starcom also focuses on long-term business management, resulting in a variety of digital media developments, Programmatic, Performance Marketing, and Personalization Marketing. "RECMA which is the only independent company that publishes media agency rankings on a global scale is the most prestigious report. Being recognized by RECMA's once again clearly reflects the faith our clients continue to have in our work and our well integrated structure for a higher momentum. I'm very proud of our team have been putting tremendous effort to make this happen and showing very strong ownership and leadership." added Mr. Dedebaş. RECMA carries out media agency evaluations on a quarterly basis in 43 countries. 700 agencies are assessed based on a set of 19 key performances indicators focusing on the vitality and the structure of the agencies, including their management line-up.

Founded in June 1991, in Paris (France), RECMA is the only independent rating company to publish a wide range of media agency notation reports and tools on a global scale. RECMA's mission is to provide strategic intelligence reference tools to help the top 500 global advertisers in their decision-making and agency sourcing. RECMA collects and analyzes data from more than 880 media agencies in 60+ countries. The first global media report was published in 1999.



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About Starcom Worldwide

Starcom is the Human Experience Company. A world-renowned media communications agency, we believe the alchemy of people and technology creates experiences people love, and actions brands need. With more than 5,000 employees worldwide, Starcom partners with the world's leading marketers and new establishment brands, including Airbnb, Coca-Cola, Fiat Chrysler Automobiles, Kellogg Company, Kraft Heinz, Samsung, Visa and more. Starcom is part of Publicis Media, one of four solution hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One.

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 (SapientNitro, DigitasLBI, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 50 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](#).