

COMUNICATO DI DAIMLER – MERCEDES BENZ

Decision taken on global pitch for new network agency

Mercedes-Benz awards international budget to Publicis

Stuttgart. Following a one-year selection process, Mercedes-Benz has decided to cooperate with Publicis as its new international network agency. Publicis is one of the world's biggest and most renowned agency groups.

As part of the digital transformation of the Mercedes-Benz brand, processes are currently being realigned in marketing communications. Alongside the local adaptation of the global and regional Mercedes-Benz campaigns in around 40 markets, the focus of the pitch was on increasing synergies for a more consistent look worldwide for the Mercedes-Benz brand on the digital platforms plus stronger dovetailing of central and local digital content. Publicis will set up the new agency "Publicis Emil" located in Berlin to align the brand and product content in the future specifically to the needs and requirements of the Mercedes-Benz brand.

The brand currently works mainly with three creative agencies for various societies. These are antoni in Germany and Europe, Merkle+Partners in the USA, and BBDO China in China. "We are delighted to have found a new promising partner in Publicis for our global agency network. Mercedes-Benz is one of the world's biggest companies that advertise, and it is - more than ever before - currently a highly attractive international budget", explains Dr Jens Thiemer, Vice President Marketing Mercedes-Benz Passenger Cars. "Our focus of cooperation with the new agency partner is above all on the worldwide digital marketing and communication measures in order to drive forward digital transformation at Mercedes-Benz. Our criteria for this are clear: best digital know-how, best systems, best creativity, best consultancy, best conditions."

Fair and transparent selection process

Selection of the new agency was made on the basis of a standardised, uniform process involving all participating regions. In order to guarantee a fair and transparent process, Daimler's internal Pitch Team was supported by The Observatory International, one of the world's leading consultancy firms in the field of marketing and communication. The agency services presented were assessed according to uniform criteria and collated to form an overall result with the aid of a predetermined weighting key. For orientation during the entire process Mercedes-Benz also used the common guidelines of the World Federation of Advertisers (WFA) and the European Association of Communications Agencies (EACA) on conducting pitches.

BBDO Worldwide has been responsible for adapting the campaigns in around 40 markets since 2007. The contract expires on 30 June 2018. "Our huge thanks to BBDO Worldwide and in particular to Andrew Robertson and Thilo Schotte personally for eleven years of extremely successful cooperation, which has elevated international marketing at Mercedes-Benz to new heights", said Dr Jens Thiemer.

COMUNICATO DI ARTHUR SADOON – PUBLICIS GROUPE

Bonjour,

Today is a very big day for Publicis Groupe.

After a 6-month pitch process, Daimler have just appointed us as the global network and digital agency for **Mercedes-Benz**. This was without a doubt the biggest pitch in the industry over the past 18 months, and one of the most significant wins the Groupe in many years. But more importantly, it is the living proof that the new model we're putting in place, to become the market leaders in marketing and business transformation, is working.

I'm sure Mercedes-Benz needs no introduction for you. This iconic company is the #1 premium automotive brand globally, and ranked by Interbrand as the world's 9th most valuable brand.

To win the pitch we have created a new agency, **Publicis Emil** Headquartered in Berlin, that we are building with some of the best talent and capabilities from Publicis Communications, Publicis Media, Publicis.Sapient, and Publicis One. As Dr Jens Thiemer, Vice President of Marketing for Mercedes-Benz Passenger Cars said, the focus of this new partnership "is above all on the worldwide digital marketing and communication measures in order to drive forward digital transformation at Mercedes-Benz. Our criteria for this are clear: best digital know-how, best systems, best creativity, best consultancy, best conditions".

The name 'Emil' was inspired by one of Daimler's original transformation partners, Emil Jellinek. Emil loved cars, was the distributor that helped them expand into new geographies, was always pushing Daimler and his partner Maybach to make the cars faster. It was Emil who placed a large order for a new car with Daimler with one condition: that they be named after his daughter, Mercedes. It is in this same spirit of progress that we have adopted his name for our new agency.

Now, in our industry, behind every great story there are great teams led by great talent. In this story, we have been lucky enough to have an extraordinary leader, Justin Billingsley Chief Operating Officer of Publicis Communications. With a huge amount of effort he has been integral in convincing Daimler that we could be the right partner for them in their ambitious transformation.

Of course, Justin was far from alone. Very early in the process we brought together an 'A-Team' for the pitch, coming from every solution and working as one in a totally seamless way. There were over 200 people that played a role in this win and unfortunately there isn't the time to thank all of them. But I would like to say a big merci to the members of the core team that brought home this victory: Bianca, Bruno, Carlo, Chris, Christine, Claire, Dirk, Jason, Jen, Julia, Katharina, Kieve, Liz, Luc, Maggie, Matthias M, Matthias V.A, Nat, Neal, Olivier, Philippe, Preethi, Sebastian, Soehnke, Timm, Todd, and William.

Justin will continue to lead the new model as CEO. This is in partnership with two of the core team members and I am pleased to announce their appointments: Maggie Lonergan, who will lead Region Europe and Claire Molyneux, who will lead Region Overseas. They will be focused on building up our new agency model during a transition period in the coming months for us to be fully operational for July 1st.

I know you'll all join me in congratulating the team on this great news, which demonstrates how far we've managed to take our own transformation in a very short space of time. A win like this would not

have been possible if we hadn't begun more than two years ago to radically change the way we work, by breaking down silos, putting our clients at the heart of everything we do, integrating Sapiient and developing global initiatives like PeopleCloud and Spine.

Last but not least, let me finish on a more personal note. I wish you could all have had the chance I did to be in the room during the different presentations, because you would have immediately seen that the model we're building at Publicis is reinventing the future of marketing and business.

We couldn't have had a better start to 2018 and I'm looking forward to seeing what the rest of the year will bring, with all of you.

Amitiés,

Arthur