

Publicis Groupe appoints Chief Strategy Officer in Japan

Tokyo, November 1 2018 - Publicis Groupe announces today the appointment of Masahiro “Andy” Ando as Chief Strategy Officer in Japan, effective October 1, 2018.

Masahiro Ando will lead a department of more than 40 strategists, with different profiles like Consumer/Brand Strategists, Shopper strategists, Digital Strategists, including Touch Points/Media strategists. Leveraging his hybrid experience and track record gained on both agency and client sides, Masahiro Ando will act as the architect of Idea-driven end-to-end Business Solutions for the Global Brands that Publicis Groupe Japan works with.

Masahiro Ando worked for the past 25+ years in the marketing/communication industry, building both global and Japanese brands for long-term, sustainable growth. He started his career on the agency side at Daiko and then moved to the client side, leading brand communication strategies and creative development at various global companies including Nike, Cirque du Soleil and Coca Cola.

Upon taking up his new role, Masahiro Ando commented: “The Marcom industry as a whole is facing unprecedented challenging times of transformation, from both agency & client-side. With my ‘hybrid’ experience in both worlds, I look forward to the evolution of the teams across strategic planning and media/connection planning into truly integrated engine of business solutions. Advanced yet integrated communication strategy that drives long-term sustainable growth of our clients, business and brands is the way forward.”

Floriane Tripolino, Managing Director of Publicis Groupe Japan said: “I’m very enthused to see someone like Andy joining the agency. He is a rare talent, with a profile like no other on the Japanese market. I trust that his unique and valuable experience will help us to accelerate the transformation that we’ve has started about 18 months ago, working in a more agile way, crafting bespoke solutions for our clients for a greater impact on their business.”

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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, Spark Foundry, Blue 449, Performics, Digitas), **Publicis.Sapient** (SapientRazorfish & Sapient Consulting) and **Publicis Health**. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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