



LEO BURNETT ANNOUNCES DIGITAL ACQUISITION AS PART OF STRATEGIC DRIVE FOR GROWTH

17th February 2011

Leo Burnett in the UK, part of the Publicis Groupe, today announces the first of its digital acquisitions this year, with more announcements planned over the coming months.

Leo Burnett has acquired Holler, a leading digital content & social agency, which specialises in branded entertainment strategy, content creation and socialisation. Based in Clerkenwell, Holler is a multiple-award winning agency, collecting 3 Gold IPA Effectiveness Awards including 'Best Innovation' for their work on E4's *Skins*, plus a Guardian Newspaper Group MEGA Award and IMA Grand Prix.

Holler's team of 35 digital specialists strengthens Leo Burnett's rapidly-expanding digital capabilities and puts the number of digital specialists in the Leo Burnett Group at over 70.

Founded in 2001, Holler is one of the most long-established and admired digital agencies in the UK with clients that include Channel 4 (E4, More4), Global Radio (Capital, Heart, Galaxy, Classic, XFM), Red Bull and Logica. Founding partners, James Kirkham, Managing Partner and Will Pyne, Executive Creative Director together with Simon Hankin, Joint Managing Partner will all join Leo Burnett and the Holler brand will become a part of the Leo Burnett Group.

Andrew Edwards, Group Chairman and CEO, Leo Burnett said:

"We have been growing our digital credentials over the last two years and making this acquisition will help us expedite scale and importantly credibility. In 2009, Marc Giusti became the first digital strategist on the management team of any major London Agency. His brief was to ingrain digital thinking into every aspect of Leo Burnett's work and culture. We are well on the way."



Edwards adds, “Last year, pure-digital work accounted for 24% of our revenue in the UK, but of far more significance is the fact that we delivered digital strategy and execution for more than 40% of our UK clients. Our investment in digital is ongoing and doesn’t end with acquisitions. We have implemented an impressive training programme, with significant investment, for both staff and clients and continue to evolve our produce strategically and creatively.”

Marc Giusti, Group Chief Digital Officer, Leo Burnett said:

“The real opportunity for digital these days is to build ideas with scale, digital campaigns that reach mass audiences and communities. Holler has an outstanding track record of Social and Branded Content thinking giving us greater depth and specialism in this important and fast growing space. All of our clients in one way or another want to embrace these emerging trends and as this year unfolds we will gain more and more share and continue to prove we create great brand thinking, whatever the platform.

James Kirkham, Managing Partner of Holler said:

“Leo Burnett is the clear winning partner for us. There are very few, if any, large agencies capable of putting digital strategies and thinking at their heart. The management team at Leo’s have proven time-again that they want to grow not only our business, but that we are crucial to the success of their own. We believe this will be a great partnership producing some of the best work in ways that big brands need to think these days.

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About Holler www.holler.co.uk

Holler is a creative agency that prioritises engagement over advertising. Put simply, they get people talking about your brand. Formed in 2001, Holler are crafted from the founders’ backgrounds in advertising and entertainment. They create incredible experiences that inspire a following. Holler’s clients include BBC, C4, Danone Waters, Innocent and Logica.

The agency launched award-winning campaigns for television programmes including *The Inbetweeners* and *Skins*, and was nominated for a BAFTA for the social media project *Year Dot*. The agency was founded by James Kirkham and Will Pyne in 2001. James produced a panel discussion on branded entertainment at the Media Festival in November 2010, and was also invited to talk at the first MIP Branded Entertainment Conference in Cannes in October 2010.

About Leo Burnett: www.leoburnett.co.uk

The Leo Burnett Group is an all-under-one-roof advertising agency that seeks to effect change – in behaviour and in the fortunes of brands – through acts of imaginative populism.



GROUP

The Leo Burnett Group, comprising of Leo Burnett (Advertising) and brand activation partners, Arc (shopper/retail marketing), Lime (experiential) and LeoSports (sponsorship activation) provides one of the most innovative multi-platform cultures and structures found in any contemporary Creative Agency.

For 2011, the Big Won Report has ranked Leo Burnett as the 3rd most creatively awarded agency in the UK and 5th most innovative agency in the World. We are also amongst the most awarded agencies in the World (one of only 3 UK agencies in the Top 20) and recognised for creating one of the Top 10 Most Innovative campaigns with the 'House of Cards' integrated campaign for Shelter.

Leo Burnett Group partners with clients such as Coca-Cola, Homebase, Kellogg, Littlewoods, McDonald's, Miller Brands UK, Procter & Gamble, Dept for Transport (Drug Drive, Drink Drive, Teen & Child Road Safety) and Tesco.

Leo Burnett is part of the Publicis Groupe (www.publicisgroupe.com), the world's third-largest marketing communications company.

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