



LEO BURNETT ADDS DIGITAL CREATIVE AGENCY, AIRLOCK, TO ITS ACQUISITIONS TRAIL

Airlock joins Leo Burnett Group

10th March 2011

Leo Burnett, part of the Publicis Groupe, announced today the acquisition of digital agency, Airlock. This is the second digital acquisition announcement from Leo Burnett in 2011, following the purchase of Holler, the Social and Media specialists, announced in February. The Airlock brand will become part of the Leo Burnett Group in the UK.

Airlock, a leading digital engagement agency, specialising in multi-platform creative, design and build, brings a team with an outstanding track record of creative digital execution into Leo Burnett.

Airlock is an Emmy, Webby, BIMA and IAB award-winning agency, based in London. Founded in 2001, Airlock's clients include the BBC, Channel 4, NBC Universal and Wrangler. Airlock will continue to be headed by its current leadership: Managing Director, Will Lebens; Charlie Martin, Creative Director; Joseph Denne, Technical Director and Chris Mair, Strategy Director, reporting into Leo Burnett's Group Chief Digital Officer, Marc Giusti. Airlock's team of digital specialists further strengthens Leo Burnett's rapidly-expanding digital capabilities, bringing the number of digital specialists in the UK Leo Burnett Group to more than 85.

Andrew Edwards, Group Chairman and CEO, Leo Burnett said: "Leo Burnett UK's digital operations have been gaining a very nice momentum over the past months. Today's acquisition of Airlock not only further strengthens our offer, but more importantly, it represents an important investment in creativity and innovation for our clients."

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

"We spent a lot of time last year searching for the right digital talent for our clients. The Airlock team have the same hunger to do the big creative work we want to do and are being asked to do."



Will Lebens, Managing Director, Airlock said:

"We've been approached by agencies many times before but the chemistry never felt right. As soon as we met the team at Leo Burnett, it was clear from the start that we shared a common outlook and a vision for the future. This move gives our people access to an amazing array of clients, to deliver creativity, innovation and technology on a much larger scale."

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About Airlock www.airlock.com

Airlock is an Emmy-winning creative digital agency based in central London. Airlock creates digital experiences through ideas and innovation that drive engagement. Clients include BBC, Channel 4, Wrangler and MTV. The directors are Will Lebens, Charlie Martin, Joseph Denne and Chris Mair.

Recent Awards include: BIMA 2010 Social Media Award for C4, BattlefrontII; Webby Awards 2010 for Teenage Cancer Trust; International Emmy Awards 2009, Outstanding Digital Programme for Channel 4/Battlefront; BAFTA nominations for Channel 4/Battlefront and Channel 4/One Born Every Minute; IAB Creative Showcase, Grand Prix runner-up for Diesel.

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.

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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