



**PUBLICIS
HEALTH MEDIA**

FOR IMMEDIATE RELEASE

**PUBLICIS HEALTH MEDIA'S MATT MCNALLY RECEIVES MM&M'S GOLD AWARD FOR
2016 AGENCY MARKETER OF THE YEAR**

Philadelphia, October 7, 2016 - Publicis Health Media (PHM) was recognized for its leadership at the 2016 MM&M Awards with Matt McNally, Group President, Publicis Health Media and Razorfish Health, receiving the Gold Award for Agency Marketer of the Year. In addition, Kerri Anderson, Media Planner, was named a finalist for Young Marketer of the Year. The MM&M Awards, which recognize innovative marketing within the healthcare field, were presented on October 6th in New York City. Publicis Health Media is a division of Publicis Health (PH).

Each year *MM&M* presents the Agency Marketer of the Year award to marketing executives who have excelled in their roles for any healthcare marketing agency. McNally's responsibilities span media strategy, planning, buying, content distribution and search across all Publicis Health agency brands worldwide including Digitas Health LifeBrands, Saatchi & Saatchi Wellness and Publicis Life Brands. Announcing McNally's selection, MM&M cited that under his leadership, Publicis Health Media has become a global leader in health and wellness media with its revenue soaring 20 percent last year alone. Additionally, McNally's colleagues praise his ability to transform business for leading healthcare and wellness brands by leveraging content, channels, technology and data.

According to judges, McNally's ability to elevate media by raising simple planning and buying to the level of a strategic function, as well as his industry service - including his involvement as a Google Health Advisory Panel member and as cofounder of the Philadelphia Interactive Marketing Association – were proof positive that McNally is a visionary in the media arena.

"Matt is a pioneering visionary who purposefully propels the organization forward," said Nick Colucci, CEO of Publicis Health. "His inspiring leadership and charming personality are beacons for bringing in top talent and clients. Matt is truly a leader of the future, one who is philanthropic, innovative and personable."

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About Publicis Health Media

Publicis Health Media (PHM) is the strategic media planning and buying agency within Publicis Health, and the only global media agency solely dedicated to the health and wellness space. Our mission is to define moments along the health journey, and equip people with the tools and communications they need to make healthy decisions. Currently, the media teams at Digitas Health and Razorfish Health represent the foundation of our 250+ staff, with additional senior media leadership deployed across PH agencies globally. The three U.S. hubs are known as Publicis Synapse – Chicago, Publicis Thrive – Philadelphia, Publicis Pulse – New York.

For more information, visit: www.PublicisHealthMedia.com

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