



**PUBLICIS
HEALTH MEDIA**

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Publicis Health Media Named One of Advertising Age's 50 Best Places to Work in Advertising and Media

New York, November 14, 2016 – Publicis Health Media (PHM) has been named one of the 50 Best Places to Work in Advertising & Media by Advertising Age for 2016. Based on criteria such as hiring practices, benefits, office perks, and workplace environment, the magazine's annual list recognizes and celebrates the best places to work across advertising agencies, ad-tech firms, media companies and brand marketers.

The list was determined by feedback from two surveys. The first garnered information about employers' offerings and the second was an employee survey to measure the workplace experience, which was administered to a randomly selected pool of employees at each agency. The combined scores determined the top companies and the final ranking.

PHM has steadily built a reputation as one of the best places to work in the media industry among millennials who comprise nearly 80 percent of their staff. Contributing to PHM's selection were its generous time off policy, recognition of professional milestones and healthy lifestyle programs. PHM scored big with their employees on less common perks, such as paternity leave and the annual day of service when the office closes for the day so employees can volunteer in the local community. The agency is also well-known for its collaborative work environment with programs like PHM Peer Groups which creates connections at the junior levels.

PHM has received attention for its efforts to increase diversity in the field with its participation in programs, such as the 4As Multicultural Advertising Internship Program, Egalite (LGBT network) and the Black Women of Power Summit. PHM furthers its commitment to diversity by offering "Unconscious Bias" and "Managing Inclusion" seminars.

"Receiving this honor for a second year in a row is extremely meaningful because it affirms that our culture practices are effectively contributing to building our talented team, as well as pacesetting in the industry," said Matt McNally, Group President, Publicis Health Media and Razorfish Health. "Our agency stays fresh and excited about what we do by creating an inclusive environment that values our employees' abilities, as well as their happiness."

The 2016 Best Places to Work list is a joint effort of *Advertising Age* and Best Companies Group. Best Companies Group is dedicated to establishing programs to identify and recognize workplaces that nurture a superior level of employee satisfaction and engagement. Any agency, adtech, media company, or marketing division of a brand that's been in business for more than one year with more than 15 full-time employees was eligible. Public, private, for-profit and non-for-profit businesses could all participate. Companies from across the United States participated in the two-part survey process to determine Ad Age's Best Places to Work.

"The companies on Ad Age's Best Places to Work represent the cream of the crop in marketing, advertising, media and ad technology," said Deputy Editor Judann Pollack. "In these highly competitive fields, these 50 stand out for their best-in-class benefits, salaries and hiring practices, but

also for creating a compelling culture in which employees are engaged, encouraged and valued. Talent has never been more important in marketing, and our Best Places to Work companies have proven that they can attract and retain the best in the business.”

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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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