

Publicis Health Acquires PlowShare Group

11/13/17

New York, NY, November 13, 2017 — Publicis Health, part of Publicis Groupe, S.A., today announced the acquisition of PlowShare Group, the leading communications agency that specializes in working exclusively with nonprofit organizations and federal agencies on social issue and cause marketing campaigns. Founded more than 20 years ago, PlowShare is the largest social issues communications agency in the U.S., working with charitable and government groups such as American Red Cross, Centers for Disease Control and Prevention, Habitat for Humanity, Make-A-Wish Foundation, March of Dimes, and World Wildlife Fund, among others.

PlowShare provides a full suite of marketing and advertising services, but is best known for its focus on paid and public service announcement media placement. Last year, PlowShare helped its clients garner \$660 million in donated PSA media time and space. In addition, PlowShare offers a proprietary suite of technology tools to help clients manage campaign distribution, monitor media usage and optimize placement performance.

“PlowShare’s mission of harnessing the power of communications for social good neatly dovetails with Publicis Health’s vision to be the indispensable force for health and wellness business transformation through the alchemy of creativity and technology—for good,” said Nick Colucci, Chairman & CEO, Publicis Health. “The agency’s unique offering is a perfect fit and I’m delighted to welcome them to the Publicis Health family.”

“We strongly believe that media and communications have the power to do good and improve and save people’s lives, which wholly aligns with Publicis Health’s vision to do good,” said Jeff Boal, President & Founder, PlowShare Group. “PlowShare is proud to be a part of Publicis Groupe and we look forward to building great things together.”

Headquartered in Stamford, CT, with satellite offices in Atlanta, New York City, and Washington, DC, PlowShare leverages a team of 18 full-time employees and integrates a network of external partners to provide a wide service footprint, including media buying, PR, social media, creative, partnerships and multicultural placement.

For more information about The PlowShare Group, visit www.plowsharegroup.com.



About Publicis Health

Publicis Health is the world's premier health-oriented agency network. A division of Publicis Groupe, Publicis Health manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. Publicis Health's mission is to be the indispensable force for health and wellness business transformation through the alchemy of creativity and technology—for good. With more than 5,000 employees around the world, Publicis Health manages 17 agency brands through 40 offices located in seven countries. Publicis Health brands include Digitas Health, Discovery USA, Heartbeat, in-sync, Langland, Maxcess Managed Markets, PDI, PlowShare Group, Publicis Health Media, Publicis LifeBrands, Publicis Resolute, Publicis Touchpoint Solutions, Razorfish Health, Real Science, Saatchi & Saatchi Wellness, Tardis Medical Consultancy and Verilogue.

www.publicishealth.com | **Twitter:** @PublicisHealth | **Facebook:** www.facebook.com/PublicisHealth | **LinkedIn:** Publicis Health | **Medium:** www.medium.com/@PublicisHealth | Viva la Difference!

Contacts

Publicis Health

Andrea Morgan
Kipp Jarecke-Cheng

Makovsky for Publicis Health
Publicis Health

+ 1 917 213 5506
+ 1 212 771 5732

AMorgan@makovsky.com
kipp.cheng@publicishealth.com