
PUBLICIS GROUPE'S ARTHUR SADOUN: 'YES, OUR INDUSTRY IS BEING CHALLENGED'

Posted by [Derek A. Lackey, Editor](#) / February 12, 2018

Publicis Groupe, which saw relatively flat organic growth of 0.8 percent for 2017, is aware that the advertising and marketing business is facing some obstacles, but Chairman and CEO Arthur Sadoun says the holding company is defining its own vision to jump those hurdles.



Arthur Sadoun Credit: Publicis Groupe

"Yes, our industry is being challenged. Yes, our clients are having some problems," says Sadoun, who adds that the key is to take those challenges and transform your own business to bring clients the value they need for the future.

Publicis Groupe has been going through its own reinvention over the past year, including Sadoun officially taking the reins in June. Since then the agency has introduced its integrated "Power of One" model; the announced its new AI-powered professional assistant platform called Marcel; and created "PublicisSpine" to help clients target consumers on an individual level.

In the next 18 months, Sadoun says marketers across all industries will look to transform their businesses and reinvent the consumer journey, which you can't do without marketing, technology, data and creativity.

The holding company numbers in the full-year report were "not exceptional," says Sadoun, but they point to how Publicis is accelerating on its own transformation journey. Organic growth rose from -1.2 percent in the first quarter of 2017 to 0.8 percent in the second quarter, followed by 1.2 percent in the third quarter and 2.2 percent in the fourth.

Sadoun told Ad Age that the numbers in the U.S. were...

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