



STARCOM MEDIAVEST GROUP

PRESS RELEASE

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Starcom MediaVest Group Fortifies Consumer Context Planning Function in Several Key Markets

CHICAGO; August 4, 2003—Starcom MediaVest Group today announced that it is adding five new consumer context planners (CCPs) to its agency network. The hires, which span SMG's U.S. and Asian operations, will fulfill roles that are modeled after those housed in the company's highly successful GM Planworks unit, which employs a 12-person CCP and strategic research team.

The new CCPs complement those and other existing planning resources across the company and within its suite of Diversified Services, creating the most comprehensive and dedicated network of media planning specialists in the media services industry. The primary function of the CCP is to identify the consumer insights that drive media interaction and brand perceptions to enhance the development of communications programs.

"The dynamic nature of the consumer landscape has increased the importance of insights that feed innovation in media, and our planning heritage has always put us ahead of this game," said Jack Klues, CEO of Starcom MediaVest Group. "Meaningful and actionable insights not only fuel greater connectivity between brands and customers, they also inform media plans with fact-based knowledge that generates greater return on outcomes."

Client-Centered Approach at MediaVest USA

MediaVest has added three client-dedicated CCPs, each having strategic planning responsibilities within The Coca-Cola Company, Kraft and P&G brand teams.

Kendra Hatcher brings close to 10 years of account planning experience to the Coca-Cola account. Prior to MediaVest, Hatcher was the Planning Director at Global Hue, a multi-cultural agency based in Southfield, MI, where she successfully integrated and applied

account planning principles to a variety of clients including Verizon Wireless, Kmart and Miller Brewing Company. Prior to this she was VP, Brand Planner at Westwayne, Inc, a full service advertising agency based in Atlanta, GA.

Bambi Kapp brings over 15 years of strategic planning and marketing experience to the P&G account. Kapp began her career at Grey Advertising where she worked on P&G, Domino's Pizza and Ray-Ban Sunglasses. Subsequently, she held posts at Clairol, Inc. and Time Inc. Most recently, Kapp was VP of marketing at enews.com, a Barnes & Noble Company, where she managed all aspects of product marketing for the division.

Jane Lacher is the dedicated CCP on the Kraft account. Lacher was most recently VP of Strategic Planning and Research at G Whiz, Grey Global Group's dedicated youth and entertainment marketing agency, working on Dairy Queen and Danone. Her rich and diverse background also includes senior positions at Youth Intelligence, a consulting and marketing company, and Director of New Media, Marketing and Research & Development at The Princeton Review.

"The breadth and depth of our clients' businesses combined with an increasingly complex media market creates a clear need for a centralized, integrated, and tailored communications approach," said Laura Desmond, CEO of MediaVest. "The client dedicated CCP role represents the type of integrated marketing services that are necessary today and for the future."

Starcom USA adds Brand Planning Veteran

Adding to its existing planning resources, Starcom hired Leo Burnett planning expert Esther Franklin to lead its growing practice. As SVP, Director of Consumer Context Planning for Starcom USA, Franklin's charge will be to drive deeper and more actionable consumer insights into the media strategies of the Chicago-based clients. Most recently VP, Planning Director for Marlboro USA at Leo Burnett U.S.A, Franklin spent the majority of her 10-year career working on Philip Morris brands at the creative agency. Franklin was also team leader for pro bono client The National Underground Railroad Freedom Center.

In addition to her brand work, Franklin also led numerous corporate trend initiatives, including 20Twenty Vision – a focus on the 20-something audience, and Foresight Matters—a visionary look at general trends and their impact on the communication industry.

“Knowing how our clients' customers interact with media and various other contact points allows us to forge tighter connections between consumers and brands,” said Starcom CEO Renetta McCann. “The ultimate goal of hiring Esther is to offer our clients more innovation and a stronger media product. With Esther’s background in brand planning and trend reporting, she brings a unique perspective that will allow us to further infuse consumer insight into our company’s DNA.”

Starcom hired its first CCP in 2002 when it brought Laura Krajecki from Leo Burnett to serve its P&G business.

Hires Span the Globe

Angela Feruglio, formerly with Starcom Australia in Melbourne, will join Starcom Asia as its first regional consumer context planner. Based in Hong Kong, Feruglio will oversee the strategic planning product and process across Asia. Along with spreading the discipline to key markets and client teams throughout the region, Feruglio will be charged with ensuring the planning model is supported through various research and insight gathering techniques as well as formalizing a strategic planning training program. During her tenure with Starcom Australia, Angela was a planner for Masterfoods, Australian Unity (Insurance & Financial Services) and EMTEC Magnetics (Video tape, DVD & CDR). Her consumer-centric work earned the agency and its clients numerous awards for media innovation, including an Advertising Effectiveness Award, a Cannes Lion and several FUEL awards from Starcom MediaVest Group.

“The value of embedding a dedicated context planner within a media agency is just now starting to be understood in Asia” said D’Sylva, CEO of Northeast Asia at SMG. “Starcom is the one of the first networks to seize this opportunity for our clients. It’s a progressive move and one very much aligned with Starcom’s unique approach to holistic brand communications.”

A regional CCP is expected to be on board Starcom Latin America by year-end.

About SMG

Starcom MediaVest Group (SMG) is a subsidiary of Paris-based Publicis Groupe. SMG (www.smvgroup.com) ranks among the world's largest media communications groups with a

global staff of more than 3,800 contact architects. SMG's network of 110 offices in 76 countries fuels brand-building results for many of the world's leading marketers.

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