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PRESS RELEASE

Paris, 13th March 2023

Publicis Conseil strengthens its creative team



*from left to right on the photo: Pierre Mathonat et Alexis Benbehe

Publicis Conseil announces the arrival of Alexis Benbehe & Pierre Mathonat as Executive Creative Directors.

Since meeting in 2007 at the school Olivier de Serres, Alexis and Pierre have built their careers together. After crafting their talents working at chez la Chose, Publicis, Marcel and Mother London, they joined the agency DDB in 2011 as Artistic directors followed by a promotion to Creative directors in 2017.

The duo has participated in competitions and gained several French & International clients, with whom they have collaborated in their strategic business goals. They are renowned for several of their campaigns; BMW/Mini France (Mini Maps), Honda Moto (le Centaure), Ubisoft (A world with no heroes), Hennessy, Cupra, L'Occitane, Audi, Mondelez, Sushi shop, Greenpeace, Mc Donald's...

Multi-Award-winning campaigns

Winners of the 14th editions of "Prix Stratégies des jeunes créatifs" in 2012, they have won in 10 years, over 130 international awards, including 2 Grand Prix from Eurobest and 18 Cannes Lions.

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In their new positions at Publicis Conseil, Alexis and Pierre will report to Marco Venturelli - CEO/CCO Publicis Conseil.

Marco Venturelli comments : *« Alexis and Pierre's talents are indisputable. I am very pleased that they are joining us during a pivotable moment of our creative transformation in the agency. We share a common vision as well as their boldness and sense of community that fits perfectly with the core of the agency. »*

« The revival of Publicis Conseil over the past two years is as spectacular as ambitious. Publicis conseil is so much more than just an advertising agency. It is the symbol of the advertising industry in France. The chapters that have been written within its walls have determined the history of our profession. We are determined to write the next ones with Marco and the rest of the team at Publicis. » add Alexis Benbehe & Pierre Mathonat

About Publicis Conseil

Publicis Conseil, the international creative agency based in Paris, has won 21 Lions, including 1 Grand Prix in 2021 and 2022. Presided by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency accompanies its clients from France on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the highest score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021.

www.publicisconseil.fr

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