

Publicis Groupe announces the acquisition of Downtown Paris



Publicis Groupe in France announces the acquisition of Downtown Paris “a creative and production house” specialized in the luxury and beauty field.

Downtown Paris has quickly established its hybrid model combining creation, production and post-production, on the market as a key player with famous brands as Lancôme, YSL Beauté, Guerlain, Armani Beauté, Maison Margiela, Garnier, Bioderma...

Co-founded and managed by Zoé Dupasquier and Franck Ollier, the agency will strengthen the vertical “production” of Publicis France and will work with the group's various luxury entities.

“With this acquisition, we are strengthening our expertise in luxury production, already important here in France and strategic for Publicis globally. We chose Downtown Paris for its unique high-performance model that we want to preserve, as well as for the human encounter with Zoé and Franck who share our values and our passion for this sector.” Agathe Bousquet President of Publicis Groupe in France.

“The vision shared by Publicis Groupe in terms of creation, production, innovation and commitment resonated perfectly with our own convictions. Integration within Publicis Groupe offers us a wonderful opportunity to benefit from resources, skills, power and a network, while retaining our entrepreneurial spirit and our agility which are the strength of Downtown Paris.” declares Zoé Dupasquier co-founder of Downtown Paris.

“We are convinced that this new stage in our development is a promise for the future for Downtown Paris and Publicis Groupe and we aim to establish new standards in creation-production by always emphasizing on creativity, innovation and efficiency.” adds Franck Ollier, co-founder of Downtown Paris.

About Downtown Paris « Creative & production House »

Downtown Paris is a hybrid structure, integrating creation, production and post-production, specialized in the luxury and beauty field. Created in 2016 by Franck Ollier and Zoé Dupasquier, the agency is composed by a creative studio, project managers, post-producers and editor, which allows it to create projects from scratch, guaranteeing the respect of the brand vision.

The positioning and the philosophy of Downtown Paris quickly made it a key player in creation and production for well-known brands such as Lancôme, YSL Beauté, Guerlain, Armani Beauté, Maison Margiela, Garnier, Bioderma...

About Publicis Groupe en France - The Power of One

Publicis Groupe is the French leader in marketing, communication, and digital transformation of companies, based on a unique model that combines creativity, technology and media with data at its heart. Present across the entire value chain, from consulting to creation and production, it provides its clients with a unified, fluid, cross-functional organisation that gives them easy access to all its expertise.

Chaired by Agathe Bousquet, Publicis Groupe in France is a Talent Company with over 5,000 talents in 30 agencies, supporting nearly 600 clients. Publicis Groupe in France is organised around creative activities (Publicis Conseil, Marcel, Leo Burnett Paris, Saatchi & Saatchi, Publicis Consultants, PublicisLive, Carré noir, Publicis Luxe, Prodigious, Razorfish, Publicis Sport, etc.), media (Publicis Media, Starcom, Zenith, Spark Foundry, Blue449, Performics), technology (Publicis Sapient), and data with EPSILON, the world leader in data marketing, CRM and mass personalization. Publicis France is the leading network, in terms of number of agencies, to obtain the Agences Actives CSR label awarded by the AACC, with 11 agencies awarded the label.

Contact presse :

Valérie Rudler - valerie.rudler@publicis.fr