

YOURI GUERASSIMOV AND GAËTAN DU PELOUX APPOINTED CO-PRESIDENTS OF MARCEL AGENCY



Paris-based agency Marcel (part of Publicis Groupe) is pleased to announce the appointment of Youri Guerassimov and Gaëtan du Peloux as co-Presidents of the agency, alongside Pascal Nessim. This nomination embodies Marcel's ever-growing creative ambition for the years ahead.

With an impressive track record comprising hundreds of international creative awards, including 22 Grand Prix and 46 Lions, Youri Guerassimov and Gaëtan du Peloux rank among the most renowned creatives in the global advertising industry. Their appointment reflects the agency's determination to reach new heights in creative excellence and strengthen the central role of creativity in Marcel's model.

This inseparable duo, celebrating two decades of creative collaboration this year, joined Marcel in 2009 under the guidance of Anne de Maupeou. Since then, they have climbed every rung of the ladder, from senior creatives to creative directors, and eventually to co-presidents of Publicis Groupe's creative gem.

Under their leadership, Marcel has established itself as one of the most creative agencies in the industry, ranking first among French agencies at Cannes Lions in 2018 and 2022, and second in the world in the D&AD ranking for 2023. Their leadership has given rise to illustrious campaigns such as "Inglorious Fruits & Vegetables" (Les Fruits et Légumes Moches) for Intermarché, "Hack Market" for Back Market, and more recently, "The Bleues' Highlights" (La Compil des Bleues) for Orange.

This internal appointment reaffirms Marcel's fundamental philosophy of fostering an environment conducive to talent development and the flourishing of creativity.

"This appointment of these two exceptional talents is a major milestone for Marcel. It exemplifies our commitment to placing a culture of bold ideas at the heart of the agency. Youri and Gaëtan are true 'Marcel kids.' They embody a new generation of creative leaders—entrepreneurial, open, curious, and compassionate. It was a natural choice. I feel we're in for a lot of fun."

Pascal Nessim, Co-President of Marcel

"Youri and Gaëtan are the most esteemed and awarded creatives I know in France. I am thrilled and proud to see them take on more responsibilities within the Group because no one represents the right balance between professional qualities and human qualities better than they do."

Marco Venturelli, Chief Creative Officer of Publicis France

"I am so proud of them. In addition to their immense talent, they possess an optimism bordering on naivety that has always guided me, making many things possible. As long as Marcel maintains the spirit of 'they did not know it was impossible, so they did it,' they will stand out from the crowd."

Anne de Maupeou, Chief Creative Officer at Marcel (2007-2020)

Charles Georges-Picot, who was previously Co-President of Marcel, is now leaving the agency in the hands of six presidential hands. The President of Publicis Luxe recently crossed the Atlantic to establish himself in New York and continue to expand Publicis Groupe international activities.

"I have been accompanying the evolution of these two great talents for over 10 years, and their appointment is a logical decision: Marcel is a creative agency, and creatives should be at the helm!"

Charles Georges-Picot, Co-President of Marcel (2010-2023)

About Youri Guerassimov and Gaëtan du Peloux

Gaëtan du Peloux, a copywriter by training, and Youri Guerassimov, an art director by training, began their careers at CLM/BBDO in 2004. They primarily worked internationally under the guidance of Anne de Maupéou, with the agency managing the advertising budget for PEPSI worldwide.

They joined Marcel, the creative hot shop within the Publicis Group, in 2009, still under the guidance of Anne de Maupéou. This inseparable duo, celebrating their 20th year of working together, has been behind many of the campaigns that have brought success and creative acclaim to the agency.

Their work has been recognized at all major international festivals, both for creativity and effectiveness. With 46 Lions and 22 Grand Prix awards, including 3 Black Pencils at D&AD, 2 Grand Prix at Cannes, and 2 Grand Prix Effie, Youri & Gaëtan are among the most awarded French creatives of their generation.

Both married for 20 years, these two ad enthusiasts do their best to invest as much in their family life as in their professional life. But it's probably their most challenging endeavor yet...

About Marcel

Marcel is one of Publicis Groupe's most awarded creative agencies in the world. Since 2011, it has been home to an ever-growing number of advertisers who want to shake up the lines of their category and refuse the statu quo. Its ability to put creativity in all its forms at the service of clients' business transformation has given the agency its motto: Make Things That Change Things.