

Publicis CEO rewarded for distinguished services at 40th IAA World Congress



Maurice Levy, CEO of the Publicis Groupe, one of the world's largest advertising and media services conglomerates, received the International Advertising Association (IAA) Distinguished Services award in a presentation ceremony on the last day of the 40th IAA World Congress and Exhibition, Dubai.



Said IAA Chairman and World President Joseph Ghossoub, "The IAA Award for Distinguished Services in the Field of Marketing Services and Communications is like the Oscars for our industry - as it is the result of nominations, debate and selection by an appointed award committee, and is subject to ratification by the Executive Committee of the IAA Board."

Previous award recipients include Sir Martin Sorrell, Sir Michael Perry, Sir Richard Branson, David Ogilvy, Rupert Murdoch, Carlos Ghosn and Ted Turner.

Ghossoub described Levy as a man of many skills, many responsibilities and many facets, who is widely recognised as one of the world's leading figures in international advertising and marketing.

"Thanks in large part to his efforts, the Publicis Groupe is today present in at least 109 countries with a full range of services on offer. Under his stewardship, the company has been transformed into a global powerhouse of top creative and marketing capabilities," he added. "He was the driving force behind a multi-year program of international expansion, and played a key role in building a comprehensive group of both specialised and general service agencies and subsidiaries in France, Europe and around the world."

In addition to his professional achievements, Levy has also been awarded the distinction of Commander of the French Legion of Honor and Commander of the National Order of Merit. He is a past president of the jury of the Cannes Advertising Film Festival, and served on the French Government Commission to combat drug addiction.

The Publicis Groupe, whose activities include creative advertising, media and campaign planning, public relations and marketing, operates in Europe, Asia and the Americas, with offices in more than 100 countries and networks, including Saatchi & Saatchi.