



PRESS RELEASE

Zed digital announces search engine planning and buying for hp EMEA

Zed digital, the digital arm of ZenithOptimedia, has been awarded the search engine planning and buying duties for hp in the EMEA region. Responsibilities will include sponsored links in all search engines, such as Google, Yahoo and MSN, across 14 countries for all hp divisions. Zed digital will manage the business both locally from its local offices and centrally at its London based International hub.

Previously the business was held by Modem Media, recently acquired by Publicis through the purchase of Digitas.

Frédéric Joseph, CEO of Zed digital Europe and Asia, said: "Winning the hp search remit is fantastic news which both illustrates the cutting edge strengths of our search skills and further solidifies our global relationship with hp. Additionally it shows how Publicis Modem and Zed digital can work well together to the benefit of Groupe clients."

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