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# S&P TEST

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## PUBLICIS GROUPE SWOT & PESTLE ANALYSIS

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**Company Name :** Publicis Groupe

**Company Sector :** Advertising and Public Relations

**Operating Geography :** France, Europe, Global

**About the Company :**

Publicis Groupe, founded in the year 1926, is the 3rd largest communications group in the world and is headquartered in Paris, France. With the major drivers being technology and creativity, the Groupe envisions to drive business transformation across the entire value chain. Publicis Groupe's Connecting Company model is a highly modular and unique platform that gives the clients plugs and play to their services. The group is organized into four segments: Publicis Communications, Publicis Sapient, Publicis Media and Publicis Health. The divisions have a common operations backbone to ensure the Groupe uses the expertise and power of all the solution hubs. Currently, it is among the "Big four" agency companies. Under the leadership of Arthur Sadoun, CEO and Chairman Publicis Groupe, the client centric company delivers digital and traditional advertising along with media and marketing services to its clients. As of early 2021, the company has approximately 79,051 in over 330 offices which are located across more than 110 countries.

Publicis Groupe's unique selling proposition or USP lies in being the third largest communications group in the world which is present across the entire marketing and communications value chain. Publicis Groupe's mission statement reads, "Our aim is to be our clients' indispensable partner in their own transformation by providing them with seamless and agile access to our best-in-class expertise across the entire value chain".

**Revenue :**

9,712 million – FY ended 31st Dec 2020

9,800 million – FY ended 31st Dec 2019

## SWOT Analysis :

The SWOT Analysis for Publicis Groupe is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leader in marketing and communications industry with presence around the globe</li> <li>2. Diversified business model and revenue segments</li> <li>3. Established training processes for enhanced talent management</li> </ul>	<ul style="list-style-type: none"> <li>1. Incompetence in adapting digital media</li> <li>2. Lower investments poured in Publicis Groupe's customer-oriented services</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Shift from traditional advertising sources to online forums</li> <li>2. Consumers moving to high end products</li> <li>3. Local collaboration brings in expertise at a lower cost</li> <li>4. Acquisition of software for online brand marketing</li> <li>5. 'Power of One' Strategy to lead in a cookie less environment</li> </ul>	<ul style="list-style-type: none"> <li>1. Competitive pressure in the local and international telecom sector</li> <li>2. Saturation in urban market and stagnation in rural market</li> <li>3. Changing demographics impacting brand loyalty</li> <li>4. Changing methods of advertising during the pandemic</li> <li>5. Increasing personal data confidentiality risks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Publicis Groupe is given below:

Political	Economical
1.Impact of regulatory practices and policies of the EU 2.Taxation Policies at National and International Operating Fields 3.Unknown consequence of Brexit on multi-million-dollar projects	1.Core Infrastructural services of France 2.Increasing budgets in the global advertising industry
Social	Technological
1.Changing demographics impacting revenue and sales 2.Adoption of hybrid working model	1.Empowering supply chain partners 2.Paving a way into the cookie less environment 3.5G and its potential use in media and marketing 4.The group's partnering with Adobe to enhance consumer experience 5.Technological shift towards customizable solutions
Legal	Environmental
1.Stringent data protection and privacy laws 2.Lawsuit over unfair marketing of a healthcare drug	1.Customer activism prodding companies to act on sustainability 2.Waste Management for units near urban areas

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