
ROSETTA MARKETING GROUP TO BE ACQUIRED BY PUBLICIS GROUPE



PUBLICIS GROUPE

Publicis Groupe of France is planning to buy Rosetta Marketing Group for \$575 million. Rosetta is based in Hamilton NJ and has a strong presence in search engine advertizing, direct marketing and healthcare business. If this acquisition happens, the income for Publicis from digital activities will increase by 30 percent, up from 28 percent of last year. Rosetta is trying to position itself as a company providing consultancy services rather than an advertising company. Read the original article here: [Publicis to Acquire Rosetta for \\$575 Million](#)

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