Arthur Sadoun on AI Pitch Promises, Sapient’s Slowdown, and John Wren

Publicis Groupe’s growth streak just hit its 21st quarter, with CEO Arthur Sadoun arguing the company’s strategy is the “polar opposite” of some of its rivals.

“We’re investing in people and capabilities,” he told ADWEEK, pointing to roughly $3 billion invested and a net increase of around 2,400 hires across its media and creative businesses in the first half of the year.

His comments come as rival WPP is reportedly planning hundreds of job cuts, and as Omnicom finalizes a restructuring that’s already eliminated at least 4,000 roles.

Publicis’ revenues were up 4.8% year on year in Q2.

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