# Publicis Groupe launches MSL in Baltics

Further expanding the regional footprint of MSL, the largest PR Network in Central & Eastern Europe

**MSL will now officially operate as one of Publicis Groupe Latvia's brands, alongside creative agency Leo Burnett, media agency Starcom and digital agency Digitas. The launch of MSL brand locally sees Publicis Groupe upscale PR services for the Baltic markets.**

Janis Pencis, CEO of Publicis Groupe Latvia shares, “PR has always been a part of our offering and over the last few years, we've been planning to upscale this part of our business. I’m delighted that these plans have come to fruition today via an expanded team under the leadership of a new managing director – Baiba Kaulina. MSL has always been a powerful PR brand in the region, a PR leader in many countries. We have no doubt that MSL Baltics will greatly benefit from the vast experience, knowledge, and expertise of the MSL network regionally and globally.”

"During times when the world is going through enormous changes; PR has always played a pivotal role in helping brands steer through the dynamics of the world and stay relevant. Communication has become more fluent, dynamic, and layered, so we're excited and grateful for the opportunity to bring the high standards, creativity, data-driven approach, and know-how of top-notch global brands such as Publicis Groupe and MSL. Our team consists of experienced professionals with deep knowledge of the local markets. Our network's strength and active cooperation model allow us to learn continuously and assimilate a broad horizon and privileges to the advantage in strategic communication services. To mark our long-awaited presence and the beginning of our communication adventure in the Baltics, we've prepared a few impactful surprises for this fall – please stay tuned” - comments Baiba Kaulina, Managing Director of the MSL Baltics.

MSL Baltics already works with brands such as Eucerin, Electrolux, Danone, Kärcher, Libresse and others.

Sebastian Stepak,CEO of MSL in Central & Eastern Europe, highlights, "This has been a long-awaited and carefully-planned development as we observe the business opportunities in Baltics for a while now. Baiba, supported by Janis were working very hard to gather the whole team onsite and pitch for the first assignments. We couldn’t be happier to see the results of their hard work in the past several quarters. I am proud to see that MSL Baltics launches not only with such a great team and leadership, but already with well-earned client’s portfolio.”

MSL is Publicis Groupe's public relations and integrated communications network, one of the world's largest. It provides strategic counsel and creative thinking while championing its clients' interests through fearless and insightful campaigns that engage multiple perspectives and holistic thinking to build influence and deliver impact. With more than 3,100 people across more than 107 offices worldwide, MSL is also one of the largest PR networks in Europe, and the fastest growing in Asia-Pacific.

In 2023 MSL was named “CEE Agency of the year 2023” by [PRovoke Media](https://www.linkedin.com/company/provoke-news/) during Sabre Awards Gala in Frankfurt. This is one of the highest distinctions that PR agency can be awarded with in Europe.

**About Publicis Groupe - The Power of One**

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. The group is represented on the Latvian market by SIA MMS COMMUNICATIONS LATVIA, which currently works actively with such agency brands as Leo Burnett, Publicis Worldwide, Starcom and Digitas. Publicis Groupe is a privileged partner in its clients’ transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 96,000 professionals.

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