

Publicis Group is bringing Razorfish back to life

According to a report by *Adweek*, Publicis Group is bringing Razorfish's marketing services back to the Publicis Sapient business less than a year after it being retired.

Razorfish came to an end when Nigel Vaz became Publicis Sapient's CEO amid a rebranding phase. SapientRazorfish becoming Publicis Sapient also factored in the close of Razorfish.

Jem Ripley, Publicis Communications East CEO, further explained the return of Razorfish by saying: "We're not helping to drive the business transformation that Publicis Sapient is doing but actually drive the transformation that those marketing teams and organisations need to have with its customers".

Read more on this [here](#).

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