

# HAVAS WORLDWIDE FACT SHEET 2012

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## WHO WE ARE

Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency.

- The first agency named “Global Agency of the Year” by both *Advertising Age* and *Campaign* in the same year.
- 11,000 employees in 316 offices in 120 cities and 75 countries.
- Headquarters: New York City.
- The largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA).

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## OUR MAJOR CLIENTS

Havas Worldwide works with 78 of the 100 largest global advertisers. Our clients include:

- Air France
- Citigroup
- Danone Group
- IBM
- Lacoste
- Merck
- PSA Peugeot Citroën
- Reckitt Benckiser
- Sanofi
- Volvo

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## WHAT WE DO

- Advertising
- Brand consultancy and brand design
- Database management
- Digital and social media
- Direct marketing and customer engagement
- Experiential and promotional marketing
- Healthcare
- PR and corporate communications

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## WHAT OUR NETWORK INCLUDES

- Havas Worldwide Digital, the network’s global digital brand.
- Havas PR, the network’s public relations and corporate communications arm.
- Havas Luxe, the network’s luxury marketing group devoted to premium brands.
- Havas Life offers a full service range of advertising, PR, and digital services to healthcare clients.

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## FAST FACTS

- 1** *Advertising Age*’s largest agency by global accounts five years in a row.
- 2** Our Evian “Roller Babies” campaign was *Guinness World Records*’ most-watched online advertisement, now with more than 190 million YouTube views and counting.
- 3** Havas global CEO David Jones is the author of *Who Cares Wins: Why Good Business Is Better Business*, a book that argues that in the future the most socially responsible businesses will also be the most successful because they will be backed by digitally empowered consumers, employees, and stakeholders.
- 4** David Jones and UK Group Chairman Kate Robertson created One Young World, a forum that drew over 1,200 young people from more than 171 countries to London in 2010 and to Zurich in 2011 to address major world issues alongside counselors the likes of Kofi Annan, Bob Geldof, Desmond Tutu, and Muhammad Yunus. One Young World was called “the most forward-looking and comprehensive piece of corporate social responsibility ever attempted” by *Marketing Week* and has been hailed as the “Junior Davos” by CNN. One Young World 2012 will be held in Pittsburgh, Pennsylvania, in October and will feature a keynote address by Bill Clinton. The 2013 summit will take place in Johannesburg.
- 5** Generated more than 17 million supporters for Kofi Annan’s digital-based “TckTckTck” campaign for climate justice. Made Dos Equis the #1 brand on Facebook across both beer and spirits, setting a category record, and now with more than two million fans.
- 6** Havas Worldwide was simultaneously named Global Agency of the Year by *Advertising Age* and Advertising Network of the Year by *Campaign* in 2006, and was runner-up for *Campaign*’s Network of the Year and #2 on the *Advertising Age* A-list in 2009.

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## DIGITAL AT THE CORE

One of the most digitally integrated networks in the world, with significant records of accomplishment and resources in all digital marketing disciplines.

- We placed three of the first five ads on the Web.
- Operated the first truly global digital network.
- Were rated by *Adweek* as having the largest digital offering for the last five years of their digital survey.
- Have placed digital at the core of our network through the complete alignment of our management and resources.
- Have our digital teams under the same roof as part of the core agency team. We believe this integration is an increasingly important benefit to our clients, delivering superior creative integration, fresher thinking, and genuine cross-platform ideas.

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## OUR HISTORY

**October 1991:** Eurocom, France's largest advertising agency, merged with RSCG, France's top creative agency, to create Euro RSCG Worldwide. Originally focused on traditional advertising, the group rapidly expanded to encompass a full range of communications disciplines.

**1997:** Euro RSCG Worldwide moves its headquarters to New York.

**2005:** David Jones promoted from CEO of the New York office to global CEO, and Mercedes Erra and Stéphane Fouks stepped up as executive co-chairmen. The agency has experienced an explosion of new business growth ever since.

**2011:** David Jones additionally named CEO of the Havas group.

**September 2012:** Euro RSCG Worldwide network renamed Havas Worldwide.

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## SOME OF OUR AWARDS

- *Advertising Age* Global Marketers Report: Largest Global Advertising Agency, five years in a row.
  - *Adweek* named Havas Worldwide one of the top three Advertising Agencies of the Decade and global CEO David Jones one of the top two Advertising Executives of the Decade.
  - The GUNN Report 2011: Havas Worldwide is #2 "Most Awarded Network of the Decade."
  - Big Won Report 2012: 23 mentions, including a top-five finish for BETC's work for Canal+.
  - Cannes Lions International Festival of Creativity 2012: 20 Lions, including a Grand Prix win by BETC's "The Bear" for Canal+.
  - TED's "Ads Worth Spreading": Canal+/"The Bear" chosen in 2012 and Dulux/"Let's Colour" in 2011.
  - *Bulldog Reporter*: 2012 Healthcare Agency of the Year, Havas PR.
  - AKA (Czech Association of Communications Agencies): Best Agency in the Market 2012, Havas Worldwide Prague.
  - Mobius Awards 2012: Three "Best of Show," including "Torturer" for Reckitt Benckiser/Woolite.
  - *PR Week* Awards 2012: Winner, Multicultural Marketing Campaign of the Year.
  - Holmes Report 2012: Cake named EMEA Consumer Consultancy of the Year.
  - *MediaGuardian* 100 ranked CEO David Jones #3 on its 2011 "Top 10 in Advertising" list, behind Larry Page and Mark Zuckerberg.
  - *Chief Marketer's* Promo 100: "Top 10 Social Media Agencies in North America, 2011."
  - The GUNN Report 2011's "Most Awarded TV Commercial" and "TV Campaign of the Year": Canal+/"The Closet", by BETC; BETC named #2 "Most Awarded Agency Worldwide."
  - *Advertising Age's* "10 Best Social Media Campaigns of the Year" 2011: Citroën/"Twitter Race," by Havas Worldwide Amsterdam.
  - Polish Public Relations Consultancies Association: Largest International PR Agency in Poland 2011, Havas PR Warsaw.
  - MMP Report/Integrated Marketing Agencies 2011: Agency of the Year 2011, Havas Worldwide Digital Warsaw and Marketing House in Poland.
  - *Adweek's* 10 Best Commercials of 2011: BETC's "The Bear" for Canal+.
  - *Medical Marketing and Media*: 2010 Network of the Year, Havas Life.
  - *Adweek*: 2009 Global Healthcare Network of the Year, Havas Life.
  - *TIME* magazine, "Roller Babies" Top TV Ad of 2009; *Guinness World Records* named "Roller Babies" most-viewed online ad in history.
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