

WE ARE HAVAS GROUP

Founded in 1835 by Charles-Louis Havas, the founder of the first ever press agency, Havas Group is one of the largest communications groups in the world:

- Revenue of 2.2 billion euros in 2018
- 20 000 employees in over 100 countries
- More than 60 Havas Villages on five continents
- The leading Group in terms of integration of all its activities and agencies
- Havas Group fully integrated Vivendi in December 2017

OUR MISSION

Make a meaningful difference to brands, businesses and people.

We are here to grow the client's business. Cultivate the brand's positive reputation. Connect and engage brands with consumers. Helping drive positive change in society through the campaigns we produce.

We are here to encourage the industry to communicate responsibly. Contribute to the improvement of industry standards by promoting transparency, diversity, inclusion and well-being in the workplace.

We are here to care about well-being at work. To ensure a healthy balance between professional and private lives. To help each other grow and develop our talents and skills.

OUR STRUCTURE

Creative

Our agencies are home to some of the most talented people in the disciplines of creativity, strategy, PR, performance marketing, design and UX. Extensive in-house capabilities across all communication disciplines and best-in-class partners allow us to create custom, purpose-built solutions. Solutions that help drive the business of our clients. The Creative business includes Havas Creative global network, Havas Edge Performance Network, BETC Group, AMO, Arnold and many of the industry's most creative and accomplished agencies.

Media

Our media business consists of two global networks: Havas Media and Arena Media. They are the most dynamic and advanced in their markets. In our offices all over the world our teams also offer best-in-class services in the fields of programmatic buying, mobile, data consulting, performance marketing, out of home, geolocal and social media. We believe in more than media planning. We take time to deeply understand the media that is most meaningful to a client's target audience. We build Media Experiences that connect them to exactly what they want, in the context of where they are, through the content they pay attention to.

Health & Wellness

Havas Health & You is a global network focused on advancement and progress in health and wellness. Havas Health & You operates with human purpose - our mission is to create, innovate and serve our partners and clients with the goal of positively impacting people's lives around the world through the work that we do. The core entities include Havas Life, Health4Brands (H4B), Havas Lynx, HVH and Havas PR, and dozens of other specialty companies around the world that together, create the world's largest dedicated global health network.

OUR COMPETITIVE ADVANTAGES

1 ONE COMMON METHODOLOGY : "THE MEANINGFUL BRAND IDEA"

We have adopted one common methodology to help brands become more meaningful. The Meaningful Brand Idea is defined in a process that deep dives into the Category, Society and the Brand. We build on existing and new insights to find the momentum for each of these elements.

This results in renewed and future relevance, creating opportunities and advantages for brands. With this strategic approach we help our clients find fertile ground for creative development of the brand positioning and identity.

If you want to know more:
visit meaningful-brands.com

2 THE HAVAS VILLAGE MODEL

We bring the world's most talented people together to best serve our clients' needs. Creative, media, digital, design, activation...

The embodiment of this simple idea is the Havas Village concept. A place where teams can work side by side, guaranteeing an agile, seamless and fully integrated service for our clients. There are now over 60 Havas Villages all around the world. They are all unique, yet they all share a common ethos: the same integrated and collaborative approach.

3 TALENTS

People are key to communications in all its forms, and make up the Group's most valuable assets. Therefore, Havas Group puts its faith in intelligence and expertise. Innovation is one of its key commitments, so the Group devotes considerable effort to hiring top-notch people and promoting its brightest talents internally.

4 THE POWER OF VIVENDI

At Havas we choose meaningful content to set us apart. The integration of Havas into Vivendi is part of the desire to create a world leader in content, media and communication. Which will ensure a unique positioning within the entertainment and communication markets. Vivendi is a global player, operating businesses throughout the value chain. From talent discovery to the creation, production and distribution of content. Vivendi also owns the Universal Music Group, the world leader in music, Canal +, Editis, Gameloft, Dailymotion. These assets offer our customers serious opportunities for convergence and disruption.

WE ARE A FORCE FOR GOOD

The communication business is both a mirror and an engine of society. Playing an important role in the development of communities and their behaviour. During recent years, we as a group have made corporate social responsibility an integral part of everything we do. We encourage our agencies to harness the power of creative ideas to bring about positive change and minimize any negative impact on society.

LEADERSHIP

YANNICK BOLLORÉ
CHAIRMAN & CEO

FRANÇOIS LAROZE
CHIEF FINANCIAL OFFICER

MICHEL DOBKINE
GENERAL SECRETARY

CHRIS HIRST
GLOBAL CEO, HAVAS CREATIVE NETWORK

PETER MEARS
GLOBAL CEO, HAVAS MEDIA GROUP

DONNA MURPHY
GLOBAL CEO, HAVAS HEALTH & YOU

PATTI CLARKE
CHIEF TALENT OFFICER

LORELLA GESSA
CHIEF COMMUNICATIONS OFFICER