

Havas Group at a glance



Who we are

Established 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 2.3 billion euros in 2019

20 000 employees in over 100 countries

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

To brands

We are here to grow the client's business, cultivate the brand's positive reputation, connect and engage brands with consumers and help drive positive change in society through our work.

To businesses

We are here to communicate responsibly and connect with audiences in a meaningful way. The Group is committed to improving industry standards by promoting transparency, diversity, and inclusion through the campaigns we produce.

To people

We are here to promote a positive work environment. We strive to create a healthy work/life balance for talent across the globe, and foster development and growth in a healthy and happy workplace.

Our organization

Creative Business

A business unit focused on creativity

Havas Group's creative business is a global hub of inspiring people in the disciplines of strategy, creativity, design, performance marketing, public relations and UX. This commitment to talent has elevated the Group's extensive in-house capabilities, and, paired with our best-in-class partners, drives our clients' businesses. The creative business unit is made up of the Havas Creative global network, the Havas Edge global performance marketing network, the BETC Group, and AMO – an international network of strategic communications consultancies. The growing unit also encompasses many of the industry's most creative and accomplished agencies, including: Arnold, Boondoggle, Buzzman, Camp + King, Conran Design Group, Havas Riverorchid, Host Havas, One Green Bean, Rosapark, and W&Cie to name a few.

Media Business

A business unit that builds world class Media Experience

Havas Media Group consists of two global media networks: Havas Media and Arena Media. Our media agencies are home to around 10,000 specialists and bring a unique proposition to the marketplace for media planning and buying, informed by our role within Vivendi.

With offices in over 140 countries worldwide, integrated media specialists provide expertise in distribution and engagement via direct and programmatic buying, video, publishing, mobile, social, data consulting, performance and location based marketing.

Health and Wellness Business

A business unit focused on Health and Wellness communication

Focused on advancement and progress in the health and wellness industry, Havas Health & You aims to positively impact people's lives through the work it creates. With human purpose at its core, Havas Health & You draws together over 4000 leading experts in more than 70 countries with specialities in health communications, defense-grade health analytics and AI, product innovation, medical education and public relations. The global network's core entities include Havas Life, Health4Brands (H4B), Havas Lynx, HVH, Havas PR and dozens of speciality companies around the world. It is Havas Health & You's mission to improve global health outcomes, and create the health business of the future.

Our four strategic pillars

One common vision: “Meaningful Brand Idea”

Havas aims to make a meaningful difference to brands, businesses and people and to put this into practice for our clients, we identify a Meaningful Brand Idea or MBI.

Whatever marketing challenge we are trying to solve, be that through creativity or through media, our teams are unified in their approach as they seek the right MBI. Meaningful Brand Ideas factor in the functional, personal and societal ways in which a brand benefits the consumer and helps us unlock new insights.

This consideration of all stakeholders helps us fuel renewed relevance with which we guide the creative development of our clients' brand positioning and identity.

Beyond creative executions, the MBI forms part of our new global operating system for media - Mx.

Through an understanding of what makes brands meaningful, and by capitalizing on the most meaningful media for the audience, we can go beyond a traditional media plan, and create a valuable Media Experience (Mx). Meaningful Media is the media that matters most to the consumer and our operating system bases itself on connection, context and content to create a stronger Media Experience that is more effective in achieving a brand's goals.

The Havas Village Model

Havas Group's expansive network brings together talent from across the globe to best serve our clients' needs. Each Havas Village gathers creative, media, digital, design and activation talent under one roof, allowing us to provide an agile, seamless and integrated service for our clients in each market, while also drawing on the talent and support from Villages across the globe. There are now over 60 Havas Villages all around the world. While each Village is unique, they share a common ethos.

Talent

We believe that talent is Havas Group's most valuable asset in our mission to create impactful work for our clients. As a Group, it is our goal to seek out and nurture intelligence and expertise. Innovation is one of the Group's key commitments, and it is our priority to hire topnotch people and promote our brightest talents internally.

The Power of Vivendi

At Havas, we create meaningful content which sets us apart from our competitors. 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. The partnership elevates Havas Group and, in turn, offers unrivalled opportunities for our clients. 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 + Group, Editis, Gameloft, Vivendi Village, Dailymotion and GVA.

Corporate & Social Responsibility

Havas Group has incorporated its 'Meaningful' methodology into every facet of the organization, recognizing the role corporations play in the development of communities and their behavior.

In recent years, we have made corporate social responsibility an integral part of everything we do and, since 2009, we have been committed to operating as a responsible business. We encourage our agencies to harness the power of creative ideas to bring about positive change and minimize any negative impact on society.

In 2019, Havas was awarded the Ecovadis Gold medal in recognition of our CSR performance for the second year in a row and was named "Most Sustainable Company in the Communications Industry" by *World Finance* magazine.



Leadership

Yannick Bolloré
Chairman & CEO

François Laroze
Chief Financial Officer

Michel Dobkine
General Secretary

Patti Clarke
Chief Talent Officer

Lorella Gessa
Chief Communications Officer

Chris Hirst
Global CEO, Havas Creative Network

Peter Mears
Global CEO, Havas Media Group

Donna Murphy
Global CEO, Havas Health & You