

Havas rebrands Euro RSCG Worldwide network to "Havas Worldwide"

Issued by [Havas Johannesburg](#)

25 Sep 2012

As part of a rebranding operation aiming to underline a simpler and more transparent corporate structure and a unified culture, Havas has renamed the Euro RSCG Worldwide network and its agencies as Havas Worldwide.



In a context where digital has broken down the borders between creative and media and within the different communication disciplines, technology is in the process of transforming business models in many sectors and especially in our industry. Our industry doesn't make it easy for clients who struggle daily to deal with a multitude of networks, hundreds of brands and many different cultures. They're looking for agency partners who are truly integrated and work seamlessly across media, creative and digital.

Havas's main focus is therefore to deliver the most integrated offer that drives greater effectiveness, consistency and value for its clients.

Havas has implemented a unique business model with a simple, clear and agile structure placing digital at the core of all its activities and agencies, unifying creative and media assets and strengthening visibility of its global brand by renaming its largest network.

David Jones, Global CEO Havas comments: *"A decade ago, we set ourselves apart by being the first major communication holding company placing digital at the core of all our creative agencies. We're once again pioneers through the integration of creative, media and digital aiming to maximize collaboration and offer our clients a powerful combination of creative excellence, scale agility and innovation. We are the only communications group with a unibrand structure and approach which makes life easier for our clients."*

The Havas group will now consist of two main brands: **Havas Media**, which includes all global media agencies, and **Havas Creative**, which includes the Havas Worldwide network, the Arnold Worldwide micronetwork (16 agencies in 15 countries on five continents) and all **other** communications agencies.

As of today all Euro RSCG agencies are renamed Havas Worldwide (316 offices in 75 countries, including the Euro RSCG, Euro RSCG Life, Euro RSCG 4D and Euro RSCG WW PR brands). Euro RSCG South Africa will now become Havas Worldwide Johannesburg, Euro RSCG 4D South Africa will become Havas Worldwide Digital Johannesburg, and Euro RSCG Worldwide PR will now be known as Havas PR. The rebrand will not create any changes in leadership.

"The integrated agency story has been around for a long time. However, it has often been more of a window dressing situation, created in an effort to give clients what they really need, but often falling short of the intended service offering. Havas is the first group to make the integration truly real, and in so doing will allow us to fulfill the potential even further of our clients, our brands and our people. Within our businesses in South Africa we have always worked on the principal of the power of one, putting the brand and client at the centre of everything we do. The rebranding gives us the opportunity to be even more collaborative in our approach," states Lynn Madeley, CEO - Southern Africa, Havas Worldwide.

The rebranding also includes the creation of **Havas Digital Group**, a new umbrella brand that will operate across both media and creative. Havas Digital Group will purely be a brand name as opposed to a new network or new operational division and reflects Havas's continued commitment to its digital at the core model.

About Havas Worldwide

Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both Advertising Age and Campaign in the same year. The Havas Worldwide network is made up of 11,000 employees in 316 offices in 120 cities and 75 countries. It provides advertising, marketing, corporate communications, and digital and social media solutions to clients, including Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, IBM, Kraft Foods, Lacoste, Merck, Pernod Ricard, PSA Peugeot Citroën, Reckitt Benckiser, Sanofi, and Volvo. Headquartered in New York, Havas Worldwide is the largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA).

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