

M+C SAATCHI GROUP

NICE TO MEET YOU.

IN THE ROOM TODAY



Nadja Bellan-White
Group CEO
North America



Jo Bacon
Group CEO
UK



Rob Doubal
Global CCO



Stevie Archer
Regional CCO
North America



Sarah Clark
Global Planning Lead
UK



Alan Snitow
Group Strategy Lead
North America



Ronni Chow
Client Lead
North America



Adam Reader
Head of Customer Strategy
North America



Click to play video.

BRINGING BRAND PLATFORMS TO LIFE

**AT THE END OF
TODAY WE WANT
YOU TO HAVE A
BETTER
UNDERSTANDING
OF...**

Why us?

How we can help you scale globally and domestically

How we develop big brand platforms that scale

Initial provocations about the US market

Martin Williams merges with BBDO Minneapolis, becomes BBDO MW

DIVE BRIEF

Barkley, OKRP merge to create 'big indie' agency

The merged company seeks to meet the challenges independent shops face in the current agency landscape.

Published March 11, 2024

Dec 9, 2024 - Business

- News
- Analysis
- The Work
- The Knowledge
- Awards
- Agency Report Cards
- Events

Robin Langford | Dec 16, 2024

'This is not a merger of equals': 6 marketing experts discuss the \$13 billion Omnicom-IPG takeover

With the big six holdcos on the verge of becoming the big employees, and opportunities for smaller agencies?

What Omnicom's Acquisition Of IPG Means For Marketers

Agency News

14 AGENCY MERGERS, PURGES AND ACQUISITIONS OF 2023

Globant acquires Gut, Omnicom acquires Flywheel, the U.S. merger and much more

1st December 15, 2023

- News
- In-Depth
- People in PR
- Resources
- Events

Publicis Groupe merging two creative networks to create Leo

News

The change will see Leo Burnett and Publicis Worldwide come together, though the agency's name remains the same.

By David Brown, Campaign | January 16, 2024

Agency News

OMNICOM-IPG—EVERYTHING AGENCY EXECUTIVES AND MARKETERS SHOULD KNOW TO KNOW

From key executives to watch to industry reactions, here is the latest on the massive deal

By Ad Age Staff, Published on January 23, 2024

SOUND FAMILIAR?

Publicis Groupe shaken or stirred?: Fresh wave of ad agency consolidations create a new 'Leo'

Publicis Groupe's latest consolidation moves collide with industry upheaval—will it adapt or fall behind?

By IMRAN FAZAL | AKANKSHA NAGAR | Jan 15, 2025 9:45 PM

Agency News

LEO BURNETT MERGER—FORMER AGENCY EXECUTIVES, CLIENTS AND INDUSTRY INSIDERS REACT

Publicis' latest move draws mixed reactions, with some agency name

on January 14, 2025

The New York Times

Two Major Ad Agencies to Merge, Creating Global Giant

If successful, Omnicom and Interpublic would become the largest advertising company in the world, with more than \$25 billion in combined revenue.

December 9, 2024

WPP acquires New Commercial Arts, to be folded into Ogilvy as part of UK expansion

Share

By Audrey Kemp, LA Reporter | SEPTEMBER 14, 2023 1:50 PM EDT

Like and follow on LinkedIn

WPP Unites Wunderman Thompson and VMLY&R to create global powerhouse in VML

The agency is now adam&eveDDB and will move offices to downtown Manhattan

Advertising group WPP to merge two major creative agencies

by Reuters

October 17, 2023 10:42 AM EDT · Updated a year ago

- 🔖
- Aa
- 🔗

WPP, Y&R, WTF? 'Merging' away storied and expensive agency brands doesn't add up

Share

By Kevin Clowers, Strategic Consultant And Speaker | OCTOBER 14, 2023 1:50 PM EDT

🔊 Listen to article: it won't read

PMG and Camelot ad agency merger creates national powerhouse

**WE GIVE YOU
ONE SIMPLE DOORWAY
TO THE COMPLEX
CREATIVE PROBLEM
SOLVING
YOU NEED**



ONE BARCLAYS TEAM ...

DATA ANALYSTS, BEHAVIOR SCIENTISTS, STORYTELLERS, BUSINESS CONSULTANTS, BRAND PLATFORM CREATORS, BRAND STRATEGISTS, CONCEPTUAL THINKERS, CLIENT PARTNERS, IDEA GENERATORS, AI STRATEGISTS, FILM MAKERS, ACCOUNT MANAGERS, PARTNERSHIP MANAGERS, PR SPECIALISTS, BRAND DESIGNERS, AND CONTENT PRODUCERS.

FROM LONDON TO NEW YORK ...

WE HAVE DEEP & VARIED FINANCIAL SERVICES EXPERIENCE IN NORTH AMERICA

CREDIT CARDS

DISCOVER*

VISA*

citi

Capital One

AMERICAN EXPRESS

CONSUMER BANKING

amalgamated*
bank

ally

SUNTRUST

BANK OF AMERICA

bankwest

UBS|PaineWebber

ANZ

RBS Citizens*

INVESTMENT BANKING

Goldman Sachs*

E*TRADE*

FRANKLIN TEMPLETON*

Rothschild & Co*

Invesco*

BARCLAYS*

Deutsche Bank

EVENTIDE*

INSURANCE

Nationwide®
Nationwide Asset
Management LLC

Allianz

JACKSON®

PRUDENTIAL

Jackson Hewitt®
TAX SERVICES

TRAVELERS*

AIG*

CSR

JPMorganChase*

WELLS FARGO*

CommonwealthBank*

SPONSORSHIP

AMERICAN EXPRESS

BARCLAYS*




**AND IN THIS ERA OF
COMPLICATION,
FRAGMENTATION,
AND POLARIZATION,
BRANDS REALLY NEED
ONE THING TO SUCCEED**

CULTURAL



a brand's most
important currency

POWER



**REAL CULTURAL POWER IS NOT COOL FACTOR OR CULTURE-JACKING.
IT'S A BUSINESS ADVANTAGE.**

POWERED BY PROPRIETARY DATA TOOLS

INSIGHT

IMPACT

**SOCIAL
FORCES**

**BRAND
DESIRE**

Fluency >

**PASSION
PULSE**

**CULTURAL
POWER INDEX**

Culture

Brand

Customer

Activation


Business

**M+C SAATCHI
INTELLIGENCE**



**WE BUILD GLOBAL PLATFORMS THAT CAN FLEX
ACROSS AUDIENCES, GOALS, AND REGIONS
TO HELP BRANDS BUILD, WIELD, AND SUSTAIN CULTURAL POWER.**

**TRANSFORM
BUSINESS**

 **smartsheet**

**GROW
BRANDS**

Visit
Iceland

**DRIVE
CONSUMER
BEHAVIOR**

DISCOVER

**SHAPE
POLICIES**

 **Meta**

**BOLSTER
REPUTATIONS**

WELLS FARGO

**BUILD
COMMUNITIES**

JAGUAR

A white Icelandic horse stands on a large, dark computer keyboard that is placed on a grassy field. In the background, there is a calm lake and a prominent, layered mountain peak under a cloudy sky. The text "Visit Iceland" is overlaid on the horse's body.

Visit
Iceland

ICELAND NEEDED TO RESTORE TOURISM WITH A FRACTION OF THE BUDGET



A person in a white robe stands with their back to the camera, looking out a large window at a cityscape. The scene is dimly lit, with the window providing the main light source. The person's right arm is raised, and their left hand is near their chest. The text 'THE ANSWER WAS NOT' is overlaid in white, with 'NOT' in yellow. Below it, the word 'HOSPITALITY' is written in large white letters, crossed out by a horizontal white line.

THE ANSWER WAS **NOT**

~~HOSPITALITY~~

**IT'S WHAT PEOPLE
REALLY NEEDED:
HUMANITY**



A person stands in the center of a large, dimly lit cave. The cave walls are covered in ice and snow, and a waterfall is visible in the background. The lighting is a deep, ethereal blue, creating a cold and mysterious atmosphere. The person is silhouetted against the light coming from the waterfall area.

**ICELAND IS THE ANTIDOTE TO THE REST OF THE WORLD:
WE GIVE PEOPLE WHAT
THEY REALLY NEED**



**LOOKS LIKE YOU NEED
ICELAND**





Click to play video.



Visit
Iceland

BOINGBOING Forbes Daily Mail AdAge GO HYPEBEAST ^{OUT}Traveler
HICONSUMPTION NEWYORKPOST People THE WALL STREET JOURNAL. The Economist MarketingWeek

\$40 MILLION+

EARNED CONVERSATION

Newsweek The Washington Post yahoo! UPROXX ^{CNN}BUSINESS. Muse Backpacker
CNBC ADWEEK FASTCOMPANY GIZMODO Mashable TRAVEL+LEISURE TAXI

A person is standing on the peak of a large sand dune. In the background, a semi-transparent world map is overlaid on the landscape. The text is positioned in the upper left and center of the image.

**THE #1 PREFERRED
DESTINATION**
ACROSS ALL KEY MARKETS

**TOURISM BACK
TO PRE-PANDEMIC LEVELS
12 MO. FASTER
THAN PROJECTIONS**

**VISITATION AT
100% CAPACITY**

A low-angle, upward-looking photograph of several tall, modern skyscrapers with glass facades. The buildings are dark and feature a grid of windows, some of which are illuminated from within. The sky is a pale, overcast grey. The Wells Fargo logo is centered in the middle of the image in a white, serif font.

WELLS FARGO

Wells Fargo shares hammered by investors after unprecedented punishment by Federal Reserve

How Wells Fargo's Fake Accounts Scandal Got So Bad

WELLS FARGO FRACTURED

THE FOUNDATION OF TRUST

Column: That Wells Fargo accounts scandal was even worse than you can imagine

WITH THE COUNTRY

Wells Fargo's Fake Accounts Scandal Got So Bad For Six Months and Didn't Tell Investors

What do you need to roll at Wells Fargo?

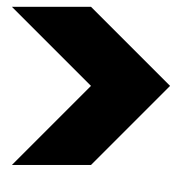
How Wells Fargo's High-Pressure Sales Culture Spiraled Out of Control



*WELLS
FARGO*

THE ANSWER WAS TO **REBUILD THEIR REPUTATION**
FROM THE GROUND UP

**FROM
'BIG BAD BANK'**



**TO
COMMUNITY ALLY**



AN ENDURING 10-YEAR PROGRAM

BUILDING BETTER EVERY DAY

HOUSING AFFORDABILITY



Committing \$1 billion through 2025
to housing affordability

FINANCIAL / FOOD INSECURITY



ACCESSIBLE EMPLOYMENT



NATIVE COMMUNITIES





Click to play video.



wellsfargo.com/impact



+ 22%+
FAVORABILITY

> **COMING** With consumers and policymakers

COOKING
WITH
AYESHA
CURRY

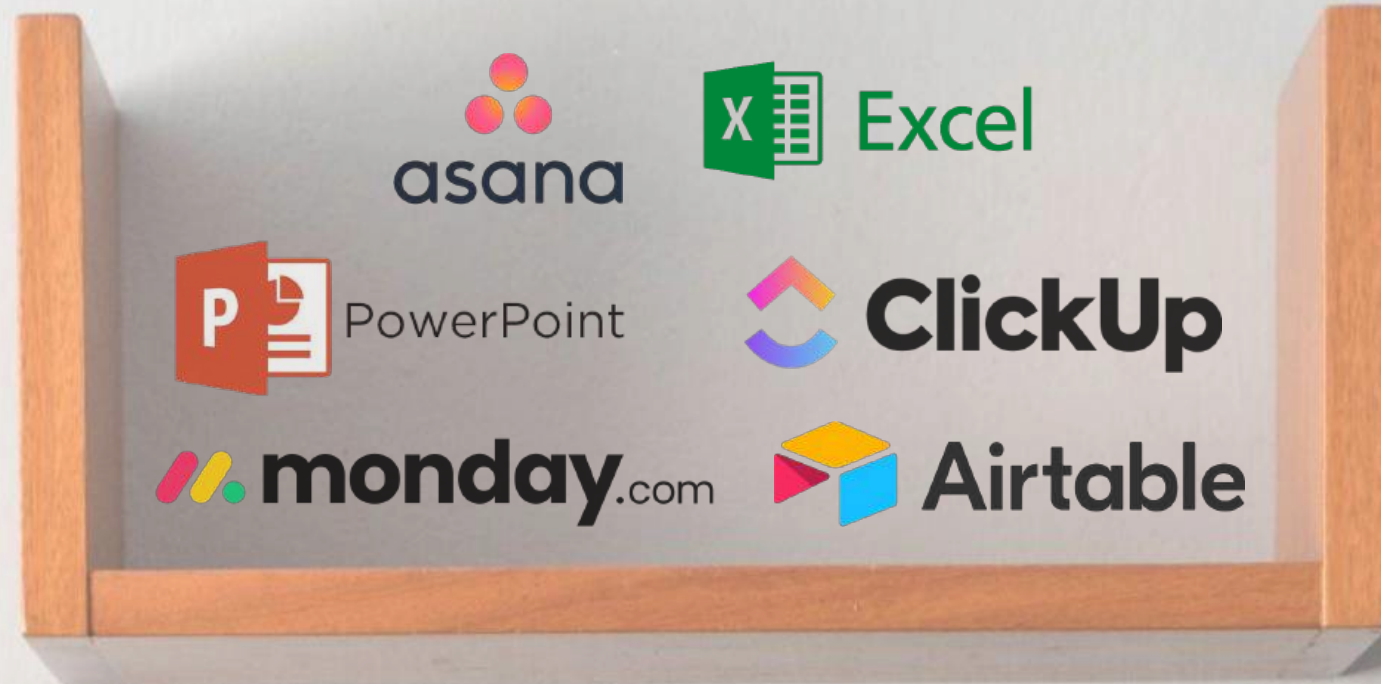
PLEDGE TO PROVIDE 50 MILLION MEALS
DRIVE-UP FOOD BANKS HELPING IN HARDEST HIT AREAS

abc
NEWSLIVE

A woman with long dark hair and glasses is sitting at a desk in a bright, modern office. She is looking towards the camera with a neutral expression. The desk is cluttered with papers, a coffee cup, and a small jar. There are three computer monitors on the desk. In the background, there is a bookshelf with books and a potted plant. A large window on the right side of the frame shows greenery outside. The overall lighting is soft and natural, suggesting daytime.

 smartsheet

A CHALLENGER BRAND, LACKING SALIENCE, INDISTINCT IN A COMMODITIZED CATEGORY



**THE ANSWER WAS TO TAKE ON
A COMMON ENEMY**

Our enemy

**LEGACY DYNAMICS THAT
CONTAIN AND CONSTRAIN PEOPLE
RATHER THAN ENABLE THEM
TO BE AT THEIR BEST**



A man with a mustache, wearing a red cardigan, is sitting at a desk in a dimly lit room. He has a stressed expression, with his right hand pressed against his forehead. In front of him is a laptop. To the left is a large computer monitor. On the desk, there is a white mug filled with pens and pencils, a pair of glasses, and some papers. To the right is another white mug. The background features a wall with colorful circular patterns and a framed picture of a pink lotus flower.

OPERATE AT PEAK HUMAN

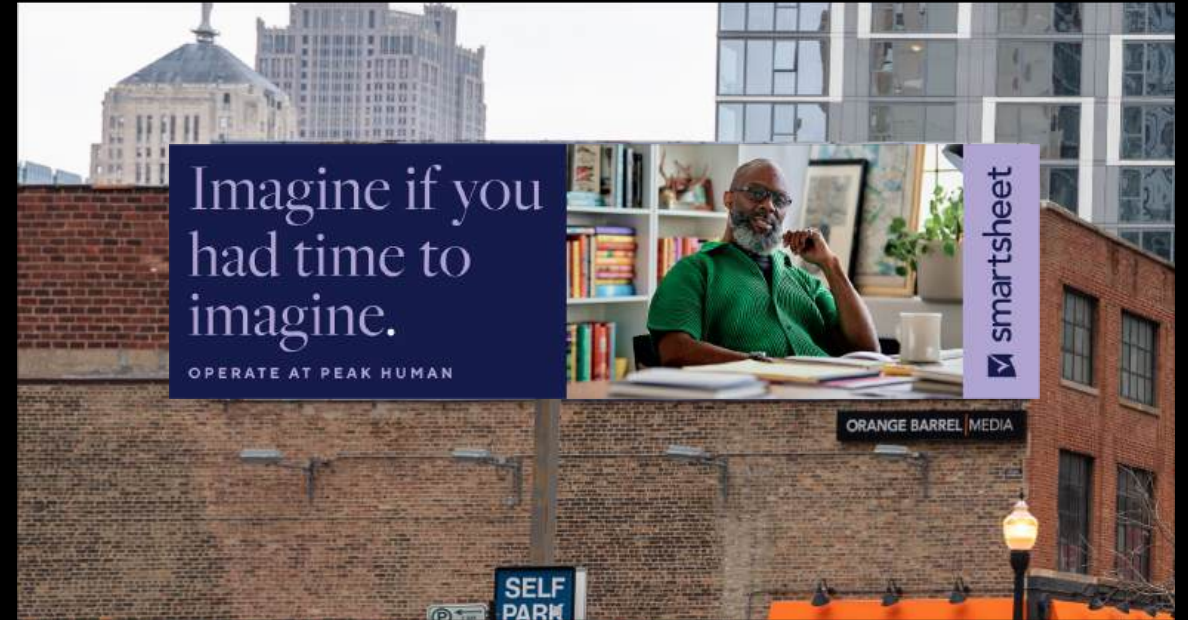
 **smartsheet**



Click to play video.

OPERATE AT PEAK HUMAN


400 CONTEXTUAL MEDIA PLACEMENTS IN KEY ENTERPRISE MARKETS





+ 34%

increase in awareness
in priority markets



+ 9

point increase in association
with “enterprise-grade” in
priority markets*



+ \$8.4B

value of deal to take Smartsheet
private by Vista Equity Partners
and Blackstone

*Priority markets include Chicago, Seattle, New York

**+ LOOKS LIKE YOU
NEED ICELAND**



Transformational global platform for a challenger brand developed by US and UK team

**+ BUILDING BETTER
EVERY DAY**



Deep understanding of American financial institutions

**+ OPERATE AT PEAK
HUMAN**



Developing effective B2B brand platforms with humanity



ELEVATED BRAND POSITION

Simple enough to unify
Deep enough to flex
Fundamental enough to endure
Modern enough to transform

UK

USA

Many customers

Many colleagues

Many partners

Personal
Banking

Barclaycard

Business
Banking

Private banking &
Wealth Management

Corporate
Banking

Partner
Cards

Investment
Banking

WITH SO MANY VARIABLES

EASIER SAID THAN DONE

THE SCALE AND SCOPE ARE OF A DIFFERENT ORDER



68 MILLION



335 MILLION

OUR COMMON LANGUAGE BELIES MEANINGFUL DISTINCTIONS

2024 Most Watched Program



EURO 2024 SEMI-FINAL



SUPERBOWL LVIII 2024

THE DRIFT IN HABITS EXTENDS TO OUR FINANCIAL BEHAVIORS...



Risk averse

Fewer credit cards

Look to experts

Try to save

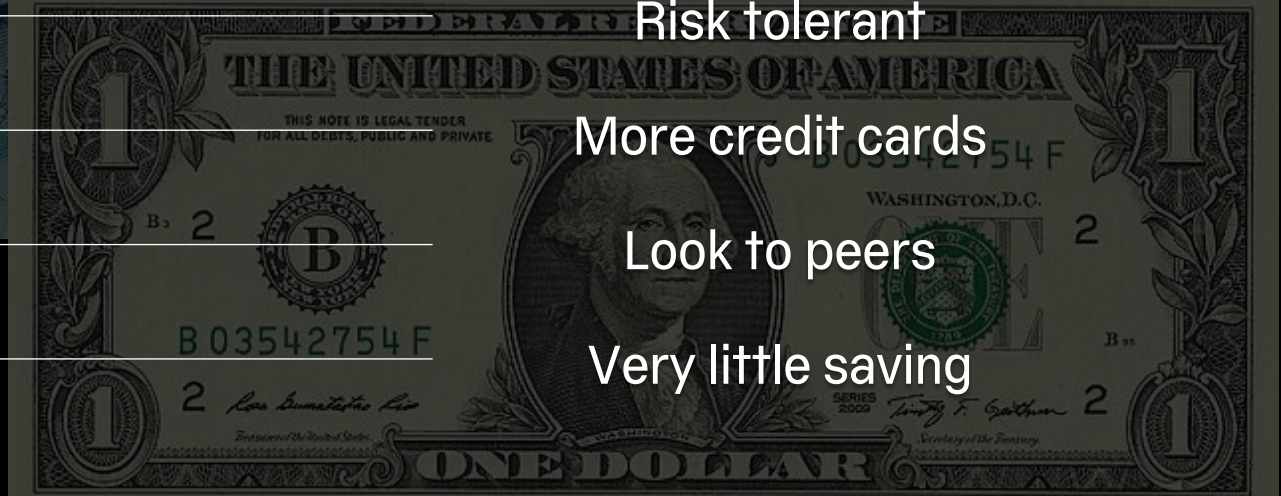


Risk tolerant

More credit cards

Look to peers

Very little saving



BRAND PERCEPTIONS TOO

HERE, YOU ARE A CHALLENGER

Brand Awareness

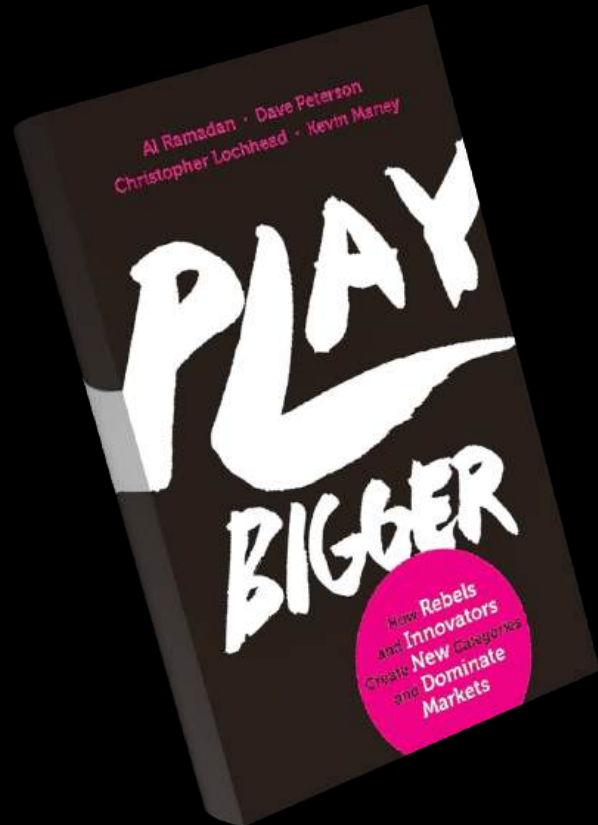
#1



#12



BEING A CHALLENGER PRESENTS A CHALLENGE OF ITS OWN



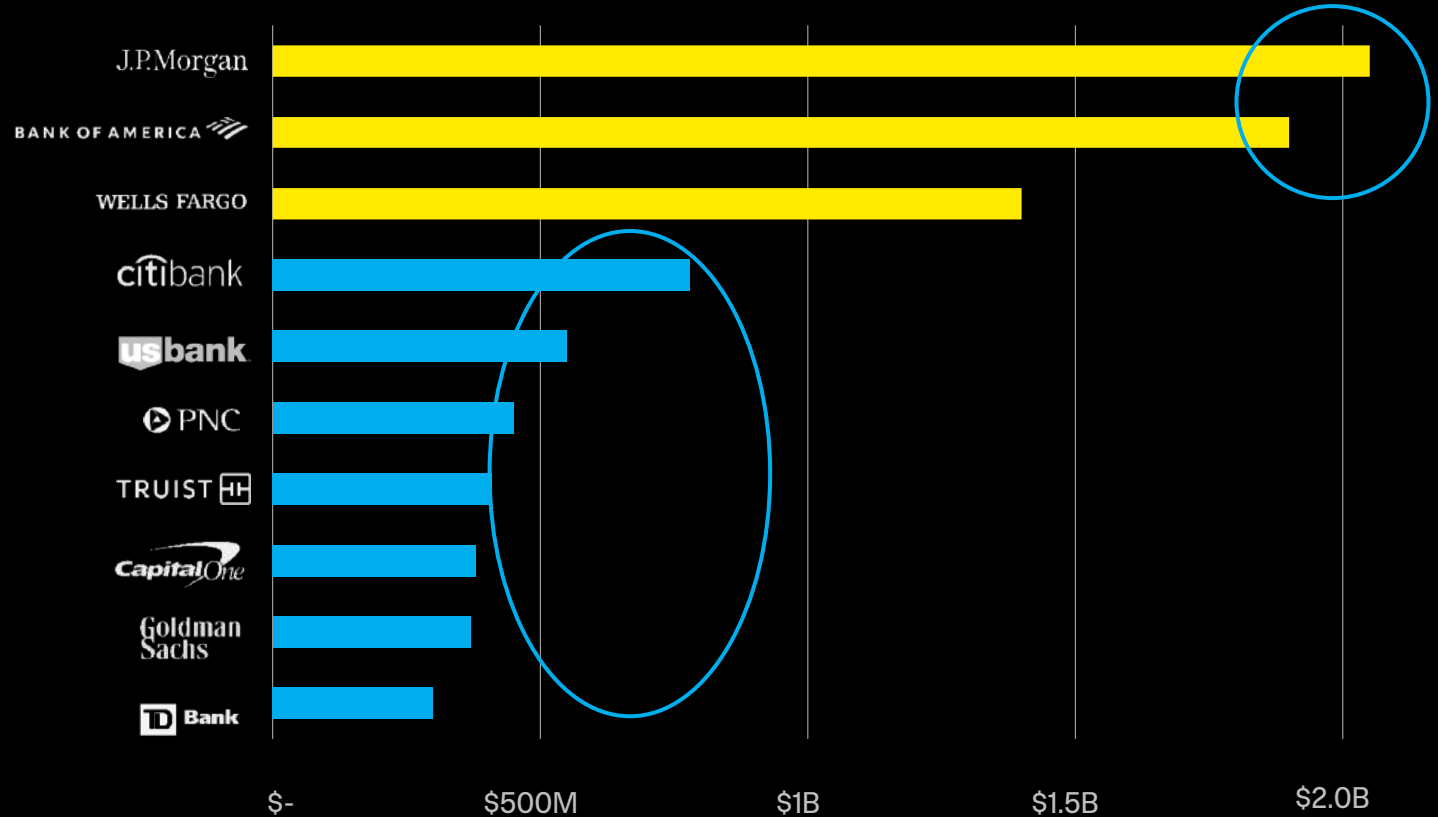
“


There is increasingly no middle class in business. The wealth goes to the kings. A second-place prince—such as Lyft or Samsung—can get a tidy share of the economics. The rest of the players get relegated to the life of serfs in the category of the king’s empire.

”

A TRUTH BORN OUT IN OUR CATEGORY

Top Banks by Total Domestic Deposits





IT'S **NOT ALL
POUNDS VS. DOLLARS**

A BRUTAL FIVE YEARS MORE BUST THAN BOOM



2020

2021

2022

2023

2024



THE SHARED EXPERIENCE: DEEP FRUSTRATION WITH THE STATUS QUO

A feeling

**I CAN'T GET
AHEAD**

A feeling

**THINGS ARE
GETTING
WORSE**

A feeling

**NOTHING
WE'VE TRIED
IS WORKING**

A feeling

**THE FUTURE
IS AT RISK**

A feeling

**I'M TIRED OF
FEELING
THIS WAY**



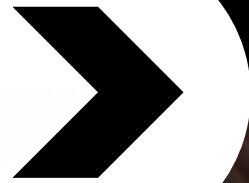
A feeling

**I'M READY
FOR A REAL
CHANGE**



GLOBAL VOICES ARE EVOLVING

FROM



TO

Empathetic voices

Demonization of capitalism

Nurture to grow

Talk about it

Tread cautiously

For all

Prepare for the future

Authoritative voices

Free markets

Compete to grow

Get stuff done

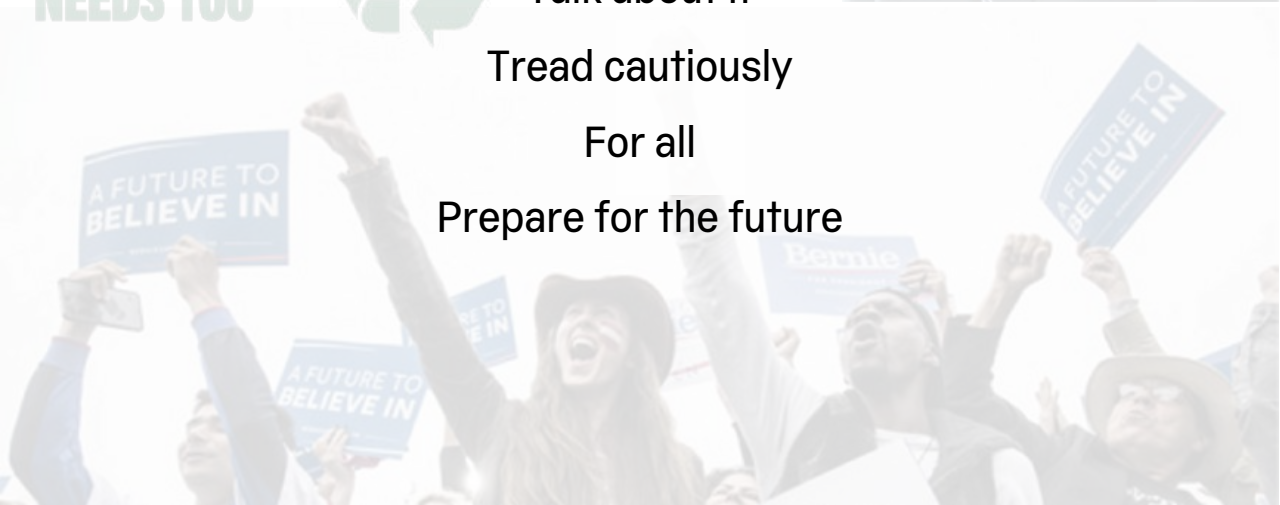
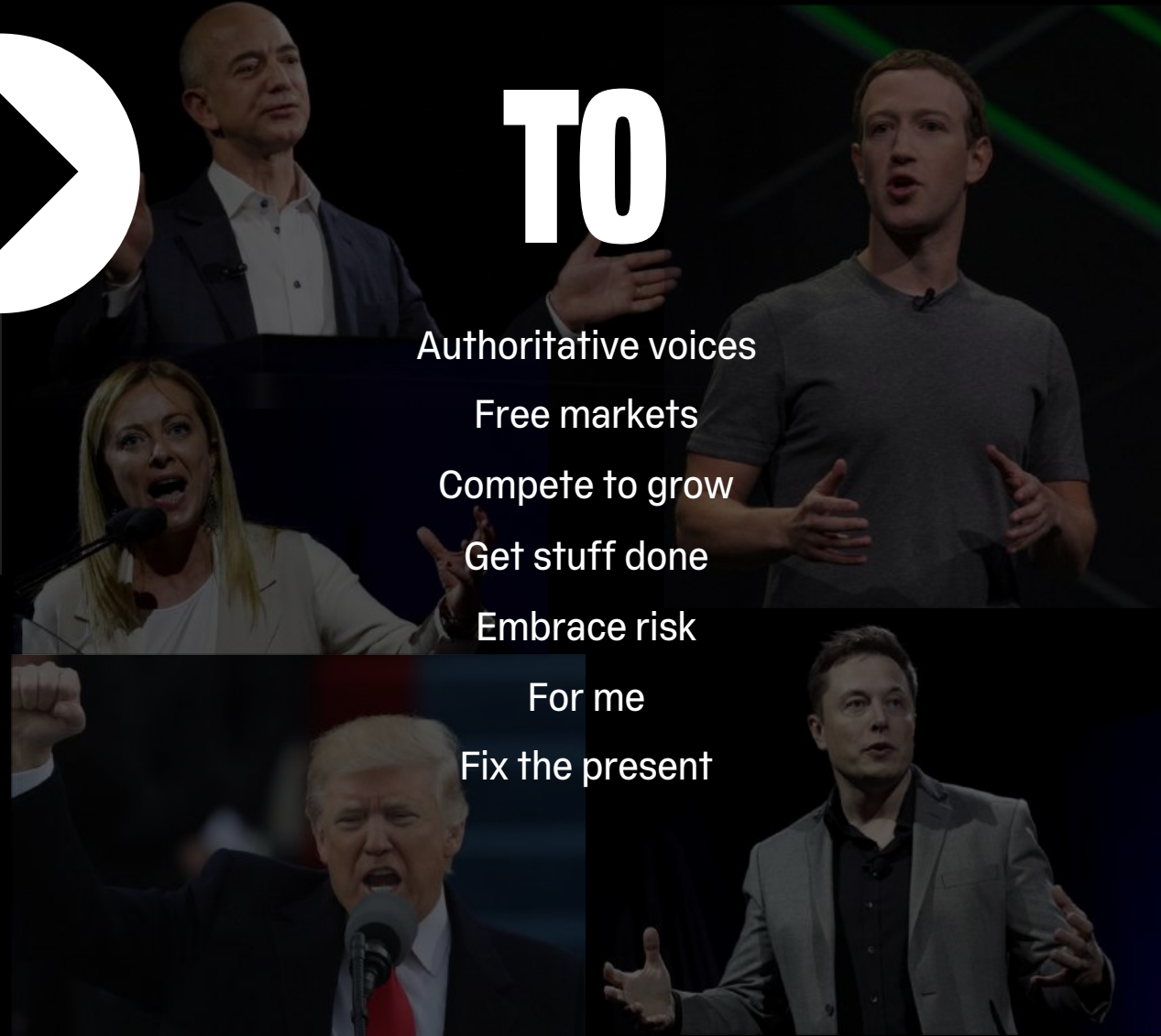
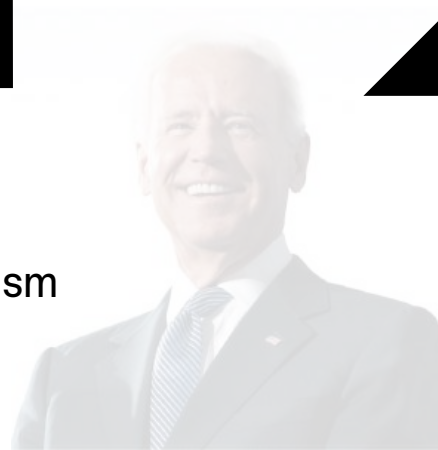
Embrace risk

For me

Fix the present

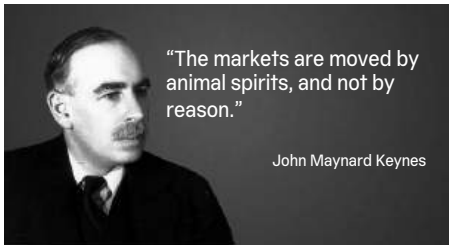


YOUR PLANET
NEEDS YOU



THE CALL FOR DYNAMIC CHANGE IS ALL AROUND US

OUR ECONOMY



CS VENKATAKRISHNAN

Cut red tape and embrace risk to fire Britain's animal spirits

The chief executive of Barclays sees opportunities in the UK — if only the government talks up its strengths and inspires confidence in the economy

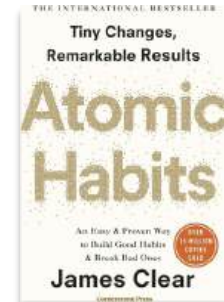
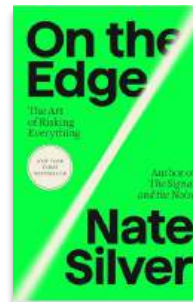
CS Venkatakrishnan

OUR CULTURE

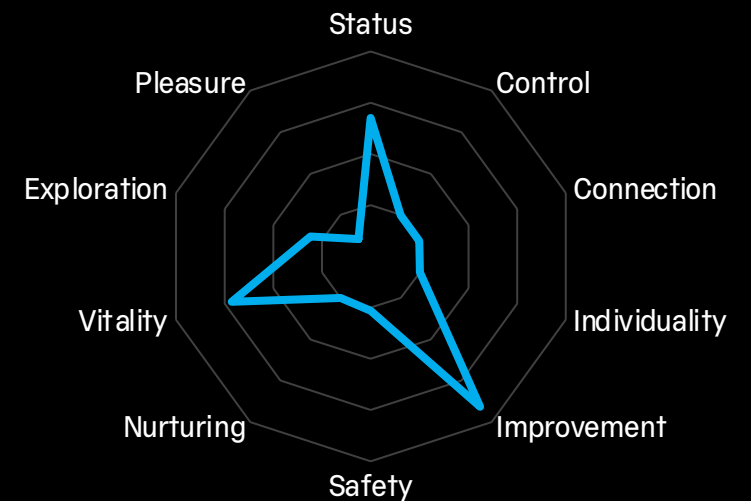
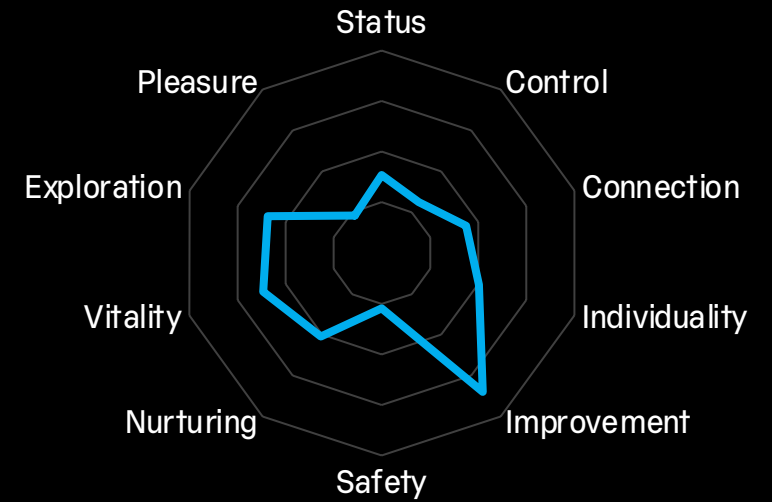


OUR BEHAVIOR

Your Neighbors Are Retiring in Their 30s. Why Can't You?



BARCLAYS SHOWS STRENGTH IN BOTH IMPROVEMENT AND VITALITY



BRAND **DESIRE**

Proprietary tool

IMPROVEMENT

Winning

Success

Growth

Change

Momentum

VITALITY

Strength

Energy

Action

Striving

Confidence

PROGRESSION

```
graph TD; PROGRESSION --> IMPROVEMENT; PROGRESSION --> VITALITY;
```

IMPROVEMENT

Winning
Success
Growth
Change
Momentum

VITALITY

Strength
Energy
Action
Striving
Confidence

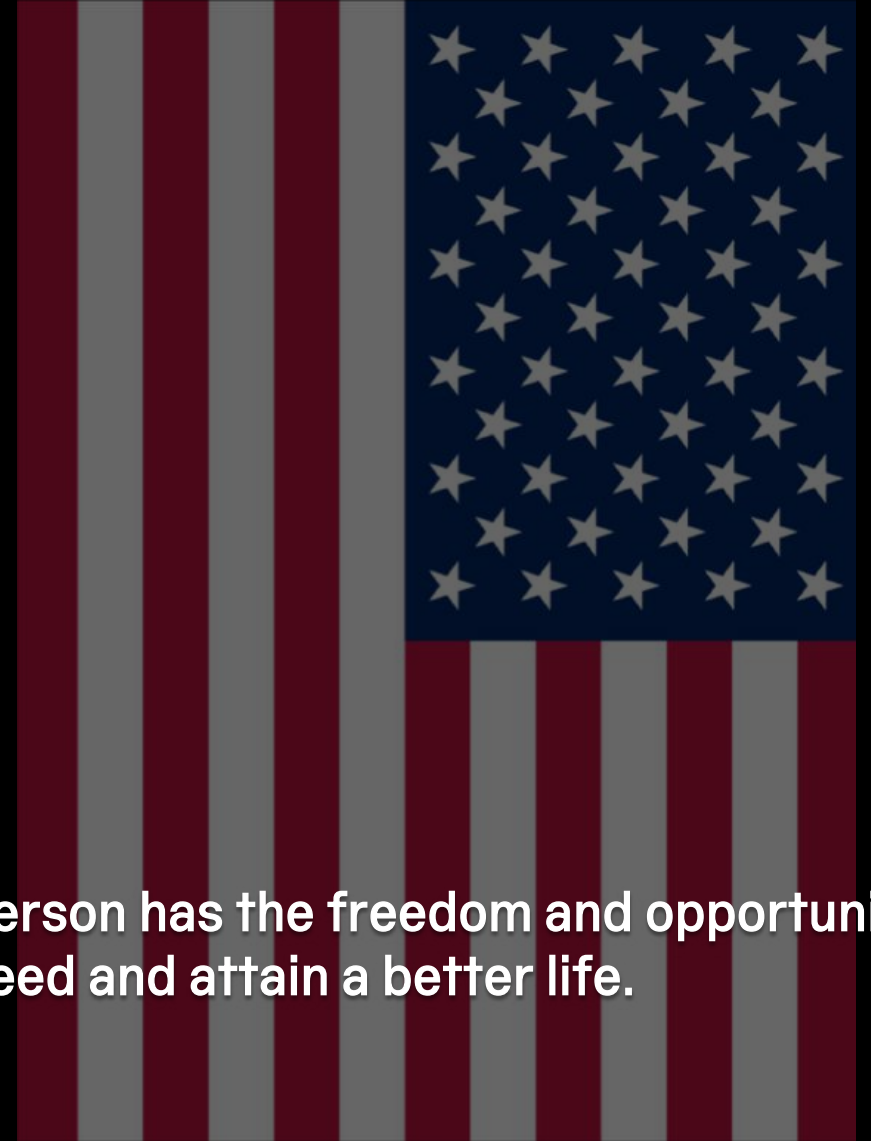
PROGRESSION
IS A POWERFUL SPACE

**PROGRESSION IS A
POWERFUL SPACE**

**ESPECIALLY FOR
AMERICANS**

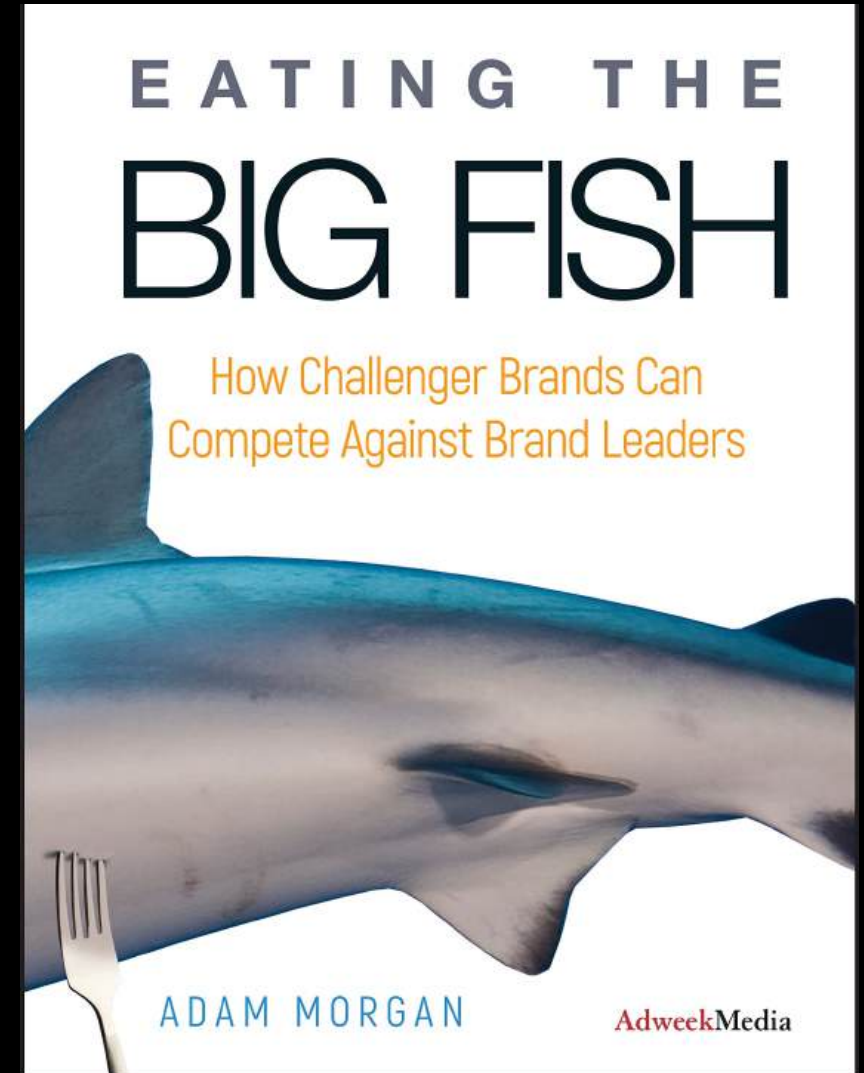
“

Every person has the freedom and opportunity
to succeed and attain a better life.



**PROGRESSION IS A
POWERFUL SPACE**


**ESPECIALLY FOR
CHALLENGER
BRANDS**



**PROGRESSION IS A
POWERFUL SPACE**

**ESPECIALLY FOR
INVESTMENT
BANKS**



A dark, high-contrast photograph of the White House at night. The building's facade is visible, with many windows illuminated from within. An American flag flies on a tall pole in front of the central portico. The overall scene is dimly lit, with the primary light sources being the interior lights of the building and the flag.

Especially here and now with the Challenger-in-Chief

“CONFIDENCE AND PRIDE IS SOARING LIKE NEVER BEFORE. IN EVERYTHING WE DO MY ADMINISTRATION WILL BE INSPIRED BY A **STRONG PURSUIT OF EXCELLENCE AND UNRELENTING SUCCESS.”**

DONALD TRUMP

Inauguration Speech, 1/20/25

'EVERYTHING BEGINS WITH CONFIDENCE'
C.S. VENKATAKRISHNAN – JAN 2025

THANK YOU.

M&C SAATCHI GROUP +  BARCLAYS

APPENDIX



BIOS



NADJA BELLAN-WHITE

Group CEO
North America

Nadja Bellan-White is the first CEO of SS+K, and the first CEO of M&C Saatchi Group North America. With over three decades of global experience, she helps clients navigate today's socio-political landscape through her digital and global expertise.

Previously, she was Global CMO of VICE Media Group, overseeing enterprise brand strategy, and held leadership roles at Ogilvy & Mather, transforming brands like Dove and driving behavior change for the Gates Foundation. She also led brand work for American Express, LG Electronics, IKEA North America, Coca-Cola, Siemens, and Safaricom/Vodafone. In 2014, she was promoted to CEO of Ogilvy Africa in Nairobi, Kenya, where she managed business across the continent. Nadja champions bold, purpose-driven brand work. Her accolades include AdColor's Legend Award and recognition as one of Savoy Magazine's Top 100 Women in Corporate America. She also serves on several boards and co-founded the Black CMO Alliance.



STEVIE ARCHER

Group CCO
North America

Named to Adweek's Creative 100 as an "Agency Leader Defining a New Era," Stevie has led award-winning creative campaigns across a plethora of categories. She developed the "Looks Like You Need Iceland" campaign, which has generated billions of impressions globally for Visit Iceland, steered the rebranding of the Mount Sinai Health System through the midst of the COVID-19 pandemic, and helped Wells Fargo convert its retail bank locations into food banks. She has previously led campaigns for Nationwide Insurance Investments, Jackson Financial, and Suntrust. Her work has been awarded by Cannes, One Show, Effies, and D&AD and been featured by the TODAY Show, Good Morning America, CNN, Fast Company, Forbes, the New York Times, and NPR. Stevie was recently appointed to lead creative across North America at M&C Saatchi Group.



ALAN SNITOW

Group Strategy Lead
North America

Alan Snitow is a strategist who, while touching seemingly every category over 25+ years of strategic leadership, has had financial services as a red thread throughout his career. He has invented novel credit card products for Citi, created new online bank brands like Ally, helped Bank of America develop a retail expansion strategy, sherpaed PaineWebber through their merger into UBS, and advised the leaders of Capital One on their plans for domination of American's wallets. He has even been cast as the star talent in a Chase-GM credit card print ad (he was featured from behind). Somehow, no awards were won for that illustrious creative work.



NICK PETRILLO

Strategy Director
North America

Nick has over 10 years of experience in competitive, highly regulated industries. Nick leads brand strategy for the Mount Sinai Health System, Meta, and Target's same-day delivery platform Shipt. Prior clients include Airbnb, Lyft, Delta Air Lines, NCAA, as well as public affairs campaigns for LeBron James' More Than a Vote, The Marshall Plan for Moms, and Everytown for Gun Safety.



RONNI CHOW

Client Lead
North America

Ronni is a Group Account Director with over 10 years of consumer, healthcare, and issue advocacy advertising experience. With a strong background in financial services and other highly regulated spaces, Ronni has led successful campaigns with brands such as Union Savings Bank and Okcoin, leveraging industry insights to resonate with complex target audiences. Ronni manages the Meta, Shipt, and Travelers teams, delivering strategic brand leadership and innovative solutions to drive business growth and brand recognition.

BIOS



RICKY ANOLIK

Creative Lead
North America



PAUL ELICKER

Creative Lead
North America

Paul Elicker and Ricky Anolik are a creative team with over 15 years experience, working across a multitude of categories developing award-winning brand campaigns and platforms that traverse digital social and traditional media. They have developed breakthrough creative work for financial services brands including Intuit, PNC, and Citi. Their work has been awarded Lions, Clios, Pencils and other shiny objects, but most importantly it has led to real measurable results.



LILA WATTS

Account Executive
North America

Lila Watts is an Account Executive with experience in insurance, financial services, and other highly regulated industries. She has worked on brand strategy initiatives for Commonwealth Bank of Australia, Amalgamated Bank, and AIG, as well as supports the Meta team in navigating international regulation compliance in a complex legislative environment. Prior to M&C Saatchi, she has supported brand-building strategy work for Pfizer and for ActBlue in a key fundraising season.



JOHN SWARTZ

Head of Production
North America

John, head of production and operations, has shaped the agency's creative output for 15 years, from innovative projects like pandemic screams in Iceland for Visit Iceland to Gus Van Sant-directed ads for JPMorganChase. Previously at Saatchi & Saatchi New York and FCB, he honed his expertise in integrating technology into marketing, building on experience running his own multimedia studio. Recognized by Cannes Lions, Emmys, and Effies, John's work has been featured in Communication Arts, Campaign, and The New York Times. He lives in Montclair, NJ, with his wife, two sons, and their dog, Lucy.



ADAM READER

Head of Customer Strategy
North America

With 15 years of experience, Adam is an integrated strategist who specializes in customer engagement, leveraging data and technology to transform customer relationships. He has worked with leading financial services brands such as Investec, BlackRock, Ameriprise, Discover, and New Day, developing strategies that drive engagement, retention, and long-term value. Adam's expertise lies in bridging marketing, CRM, loyalty, and digital experiences, ensuring customer strategies are fully integrated across the marketing ecosystem. He specializes in harnessing first-party data, MarTech, and AI-driven insight and personalization to build seamless, high-impact customer journeys that connect insights with business growth.

NORTH AMERICAN ORGANIZATION CHART

EXECUTIVE SPONSOR



Nadja Bellan-White
Group CEO, North America

ACCOUNT



Ronni Chow
Client Lead



Lila Watts
Account Manager

STRATEGY



Alan Snitow
Group Strategy Lead



Nick Petrillo
Strategy Director



Adam Reader
Head of Customer
Strategy

CREATIVE



Stevie Archer
Regional Chief Creative
Officer



Ricky Anolik
Creative Lead



Paul Elicker
Creative Lead

INTEGRATED PRODUCTION



John Swartz
Regional Production Lead



Richard Shemo
Studio Director



Shawn Smith
Executive Producer, Art
(Photography, Design)



Christopher McLallen
Executive Producer,
Content (Film/ Video)



Jennifer Pannent
Business Affairs Manager

HOW WE WORK



1 Brief

You brief our team on your toughest brand challenges



2 Evaluate

We evaluate your brief and select the best client lead based on your brand challenge



3 Build

We build a bespoke team uniquely suited to deliver on your brand needs and act as an extension of your team



4 Solve

We solve your problem as a fully integrated, cross-functional team of specialists

M&C SAATCHI M&KE UNDERPINNED BY TECH ENABLED PRODUCTION



360 Campaign
Solutions



Technology
Solutions



Events and
Experiential



Always On
Content Creation



Internal Shoot
Production



External Shoot
Management



Digital
Display



Data Tracking
and Analytics
of Channels



End To End
Social Media
Management



Transcreation,
Adapt and
Versioning

IIElevenLabs

cape /



IN-HOUSE **PRODUCTION** **CAPABILITIES**

Brand Design

Digital/Print/OOH

Photography

Motion Design

Content Creation

Animation

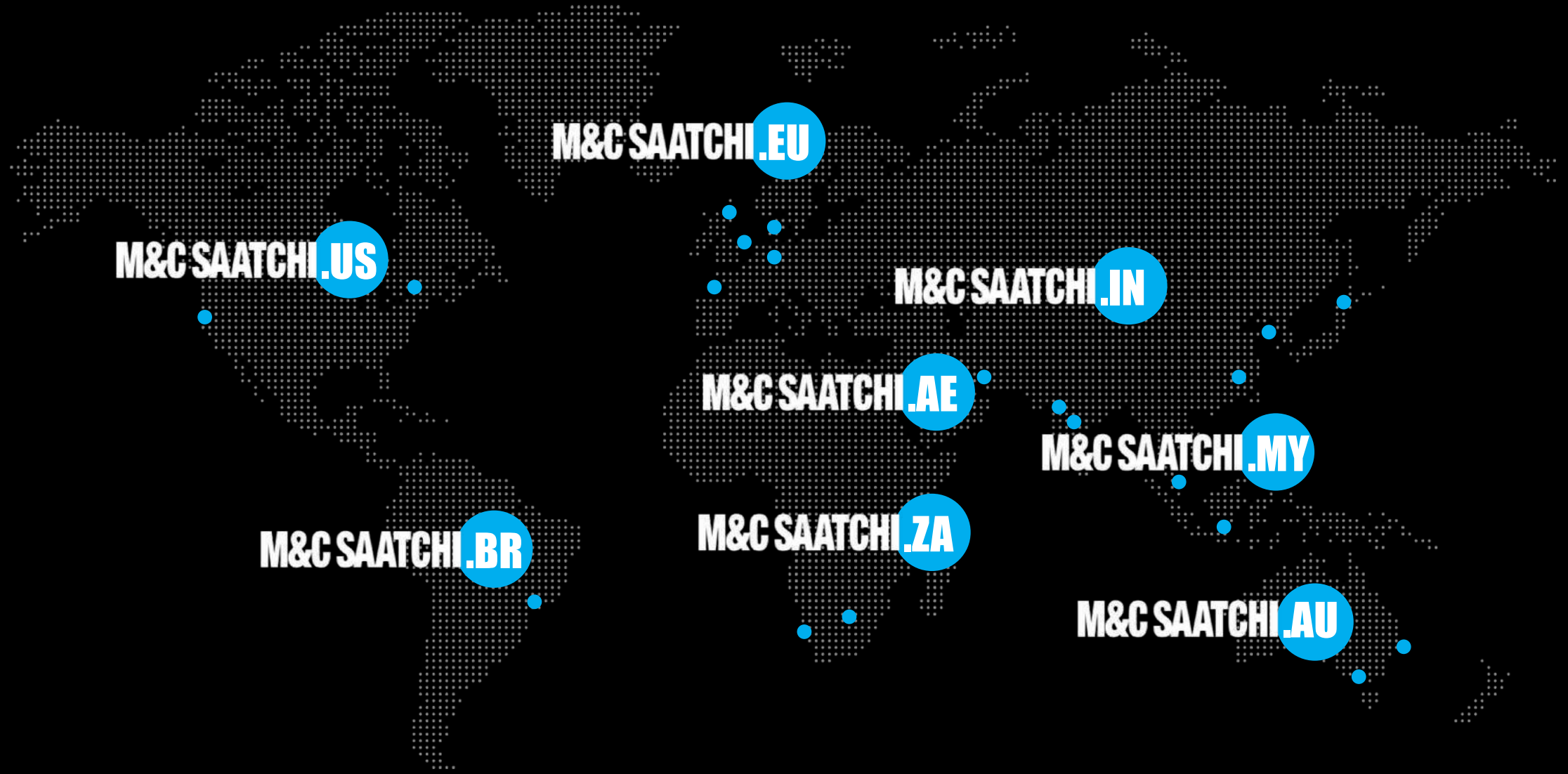
Presentation Design

Retouching/Proofing

Versioning

Video Post Production

GLOBAL PRODUCTION FOOTPRINT



CULTURAL POWER

+ 200BN ▼

Decline in the value of the top 100 global brands in 2024, the first fall in 25 years - Interbrand

+ 53%

Marketing that earns conversation is 53% more likely to create very large business effects in terms of sales, share, profit - IPA

+ 2.6X

Marketing that earns conversation is 2.6x more likely to achieve very large profit growth - IPA

+ 25%

Culturally resonant brands grow 25% more than their competitors - WARC

+ 6X

Brands with a high level of cultural relevance grow 6x more than brands with a low level - Kantar

ADDITIONAL CASE STUDIES

**TRANSFORM
BUSINESS**

✔ smartsheet

**GROW
BRANDS**

Visit
Iceland

**DRIVE
CONSUMER
BEHAVIOR**

DISCOVER

**SHAPE
POLICIES**

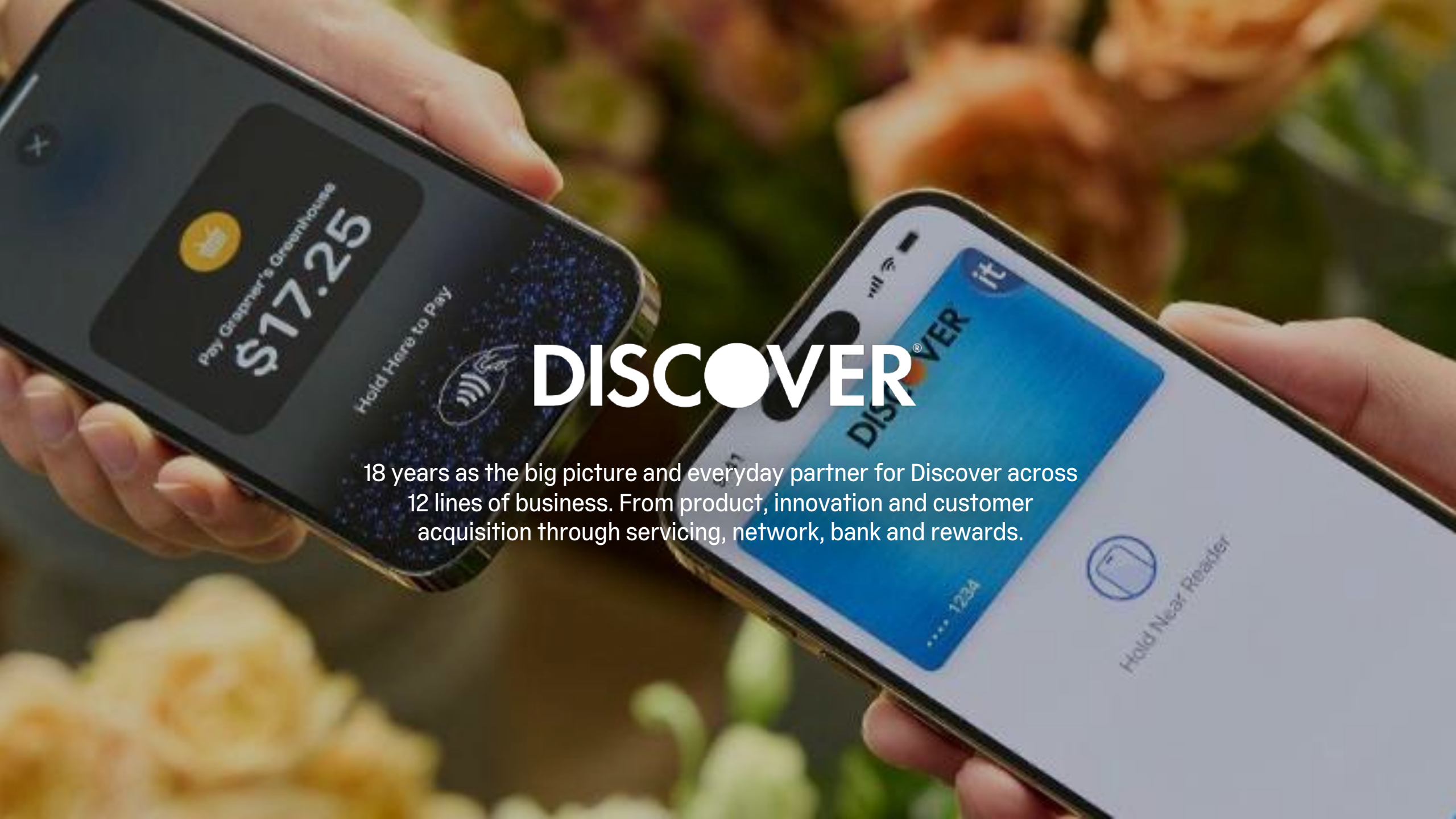
∞ Meta

**BOLSTER
REPUTATIONS**

WELLS FARGO

**BUILD
COMMUNITIES**

JAGUAR



DISCOVER[®]

18 years as the big picture and everyday partner for Discover across 12 lines of business. From product, innovation and customer acquisition through servicing, network, bank and rewards.

WINNING WITH DIGITAL

CHALLENGE

Discover is an underdog in the highly competitive space of consumer credit and banking in the U.S. Since day one our vision for the brand has been: To create the most customer-centric financial services experience, one that becomes the primary reason to choose Discover.

SOLUTION

To get there we've broken the mold, pioneering new ways of partnering across Discover. We've guided them through major industry trends launching new products, innovative experiences, programs, tools, partnerships and yes campaigns too. We've mastered the best customer journey, while continuously evolving our agency capabilities to deliver unmatched value to Discover's customers.

IMPACT

Won 8 J.D. Power Awards

+4M new card customers each year

+100M logins per month

+\$1 billion in cash back annually

For balance transfers, we met our \$3 billion goal 18 months ahead of schedule



UNLOCKING VALUE ACROSS THE CUSTOMER JOURNEY



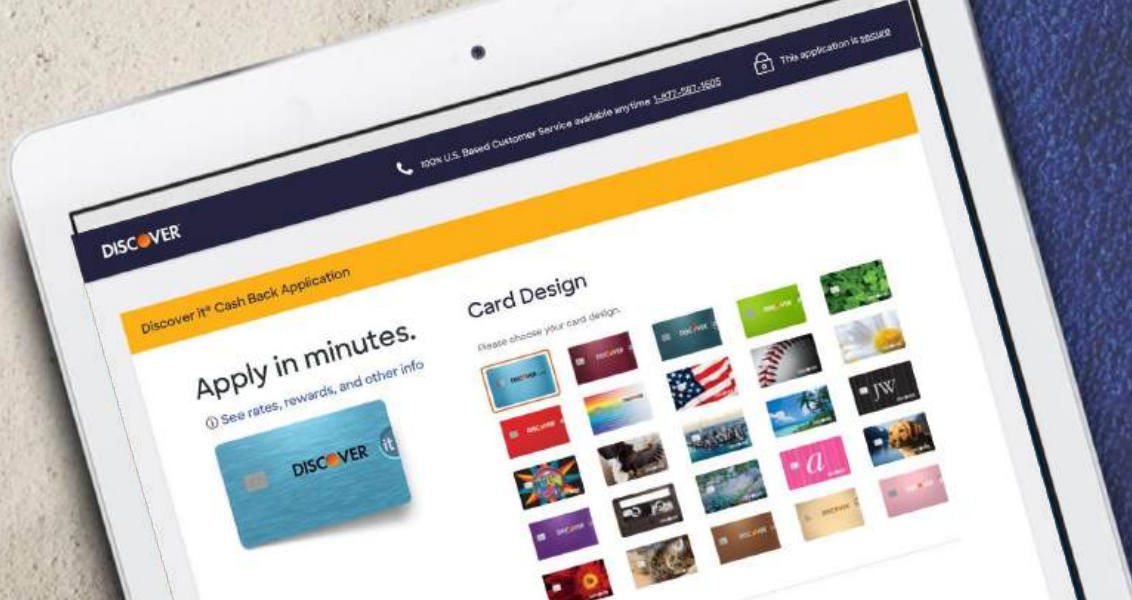
Customer service
to reduce costs



Customer acquisition to
increase revenue



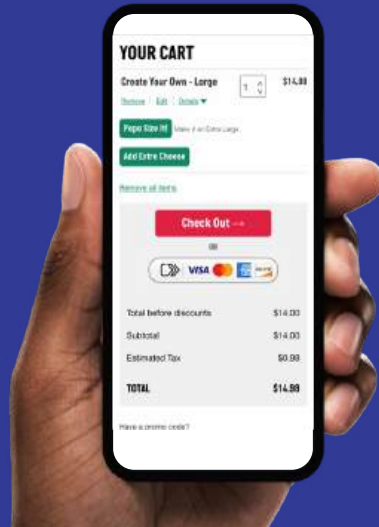
Customer XP innovation
to drive usage & loyalty



Application, approval, & digital card ready to use in 60 seconds.



Spend Analyzer (innovative PFM)



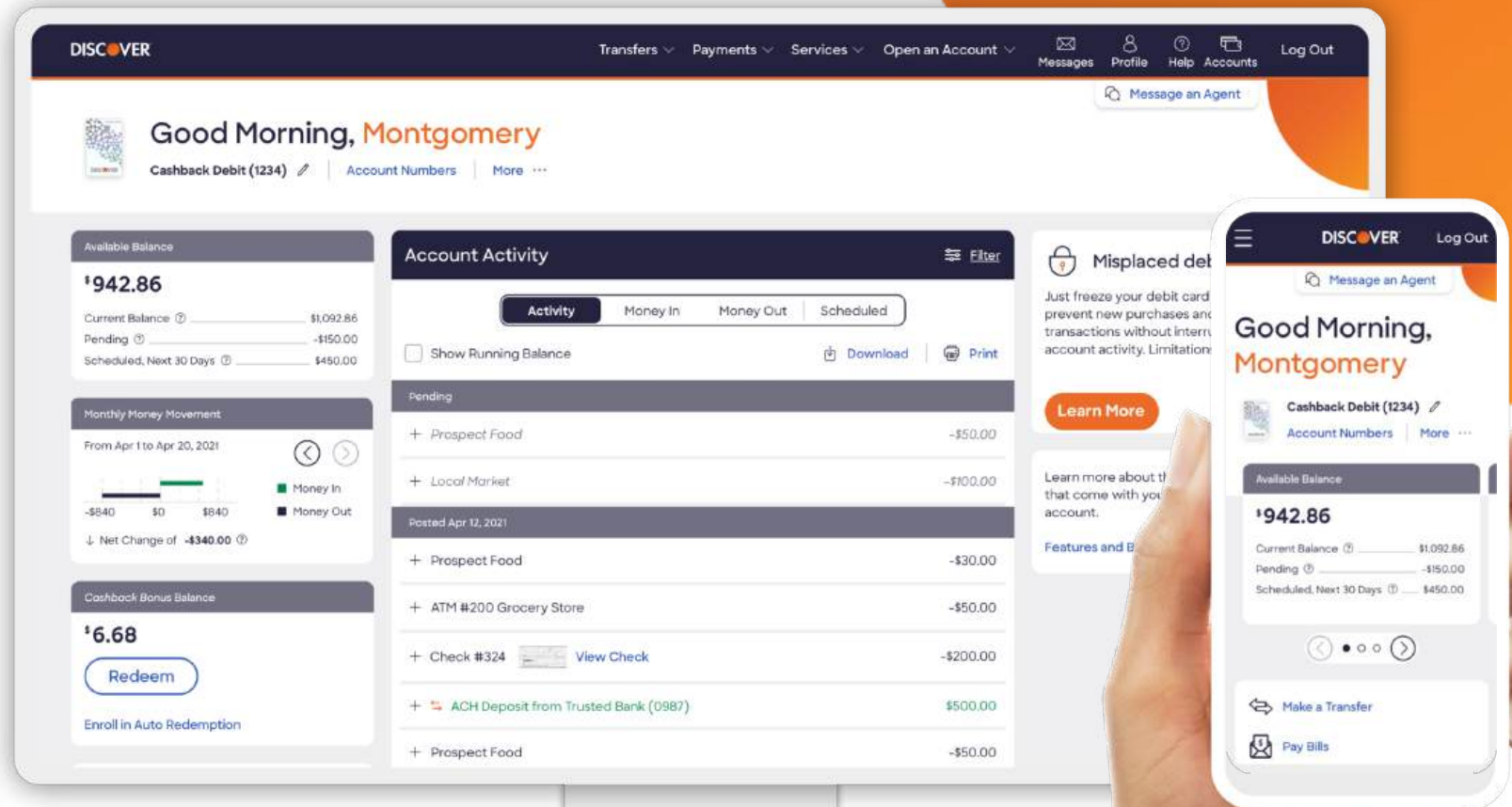
Discover Pay (complete e-commerce checkout)



Educating student cardmembers in the moment

AWARD WINNING ONLINE BANKING FOR DISCOVER

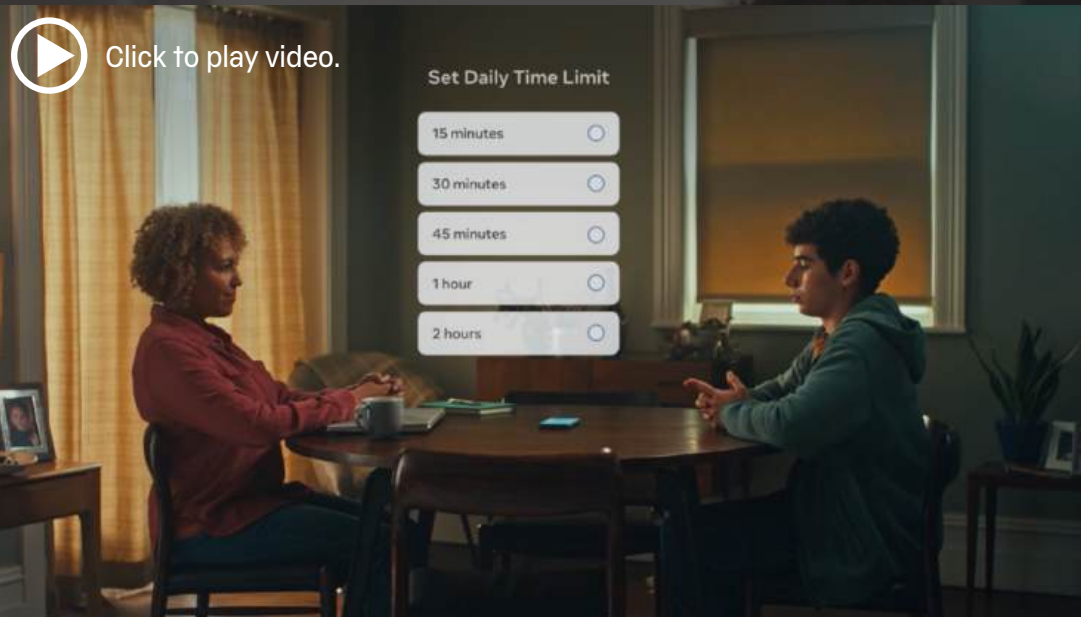
J.D. Power Winner in Direct Banking
Ranked #1 in Website Satisfaction and
Customer Satisfaction



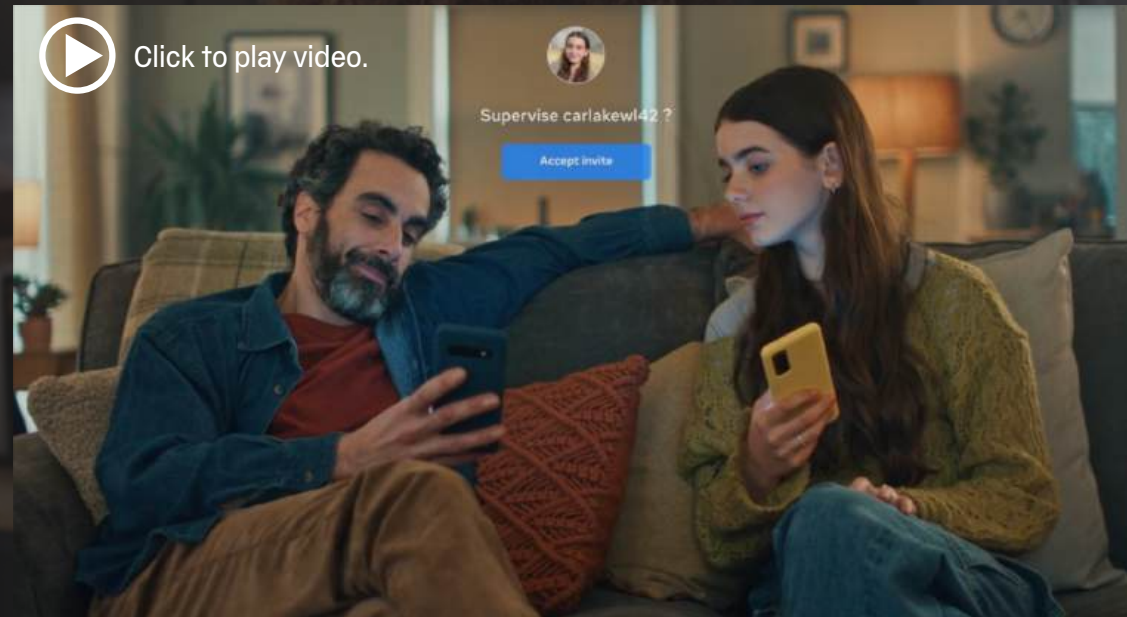


∞ Meta
EU YOUTH & WELLBEING

**HELPING META REACH OPINION INFLUENCERS
AND DEFEAT SKEPTICISM
ACROSS THE EU**



"Negotiations" :30



"Family Tools" :30

Cardinal →
Place exit

VICTORIA

← National Rail →
← Victoria Coach Station →

Lift →

Victoria line →

← Way out

VICTORIA

Cardinal →
Place exit

VICTORIA

← National Rail →
← Victoria Coach Station →

← Way out

global

octopus energy

"Considered ready to list"

Well on Trustpilot
17 August, 2023

Which?

global

Daily Time Limit helps cap time spent on Instagram.

Helping your teenager keep healthy habits on the app.

instagram.com/familycode



TRACK
CIRCUIT
775

No smoking
No alcohol
CCTV cameras in operation
Wi-Fi data collection

B



Our Family Tools
help keep your family
safer on Instagram.



Explore tools like
Sensitive Content Control,
Daily Time Limit and
Supervision Tools.

[instagram.com/familytools](https://www.instagram.com/familytools)



Our Family Tools help keep your family safer on Instagram.

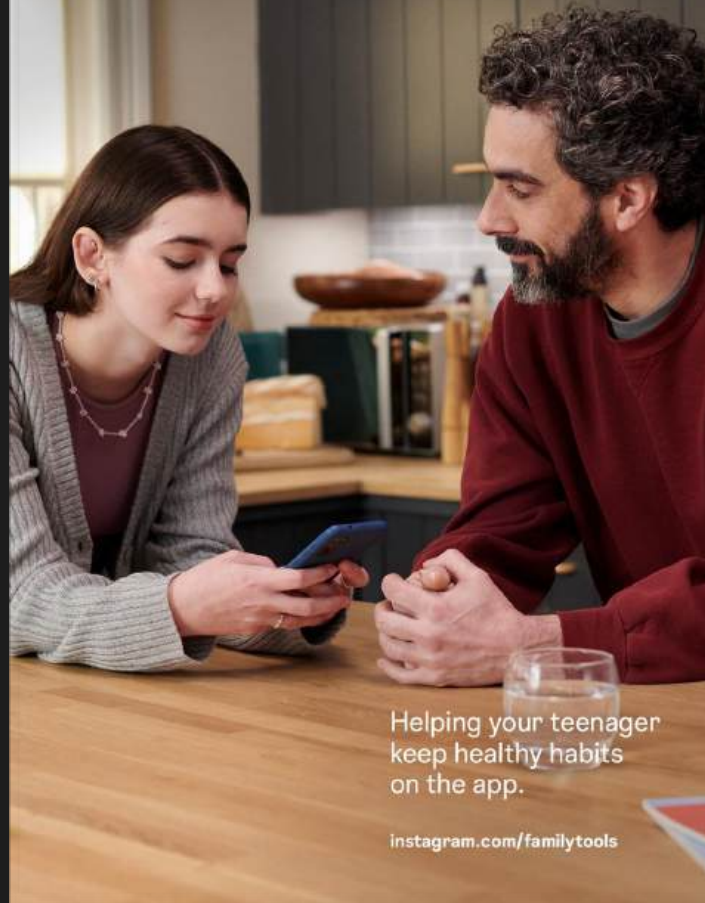


Explore tools like Sensitive Content Control, Daily Time Limit and Supervision Tools.

[instagram.com/familytools](https://www.instagram.com/familytools)



Daily Time Limit helps cap time spent on Instagram.



Helping your teenager keep healthy habits on the app.

[instagram.com/familytools](https://www.instagram.com/familytools)



Daily Time Limit helps teenagers cap time on Instagram.

[LEARN MORE](#)











Default Private Accounts when teenagers set up their Instagram profile.

[LEARN MORE](#)



EU POLICY INSIDERS

TV/OTT	OLV	Digital	Social	OOH	Print	Audio	Newsletter
							



25%

increase in belief that Instagram is effective at protecting the well-being of youth



22%

Increase in policy elites who believe Instagram is taking action



21%

Increase in policy elites who believe Instagram is serious about protecting teens

*Results reflect recent research in UK, Germany, Italy

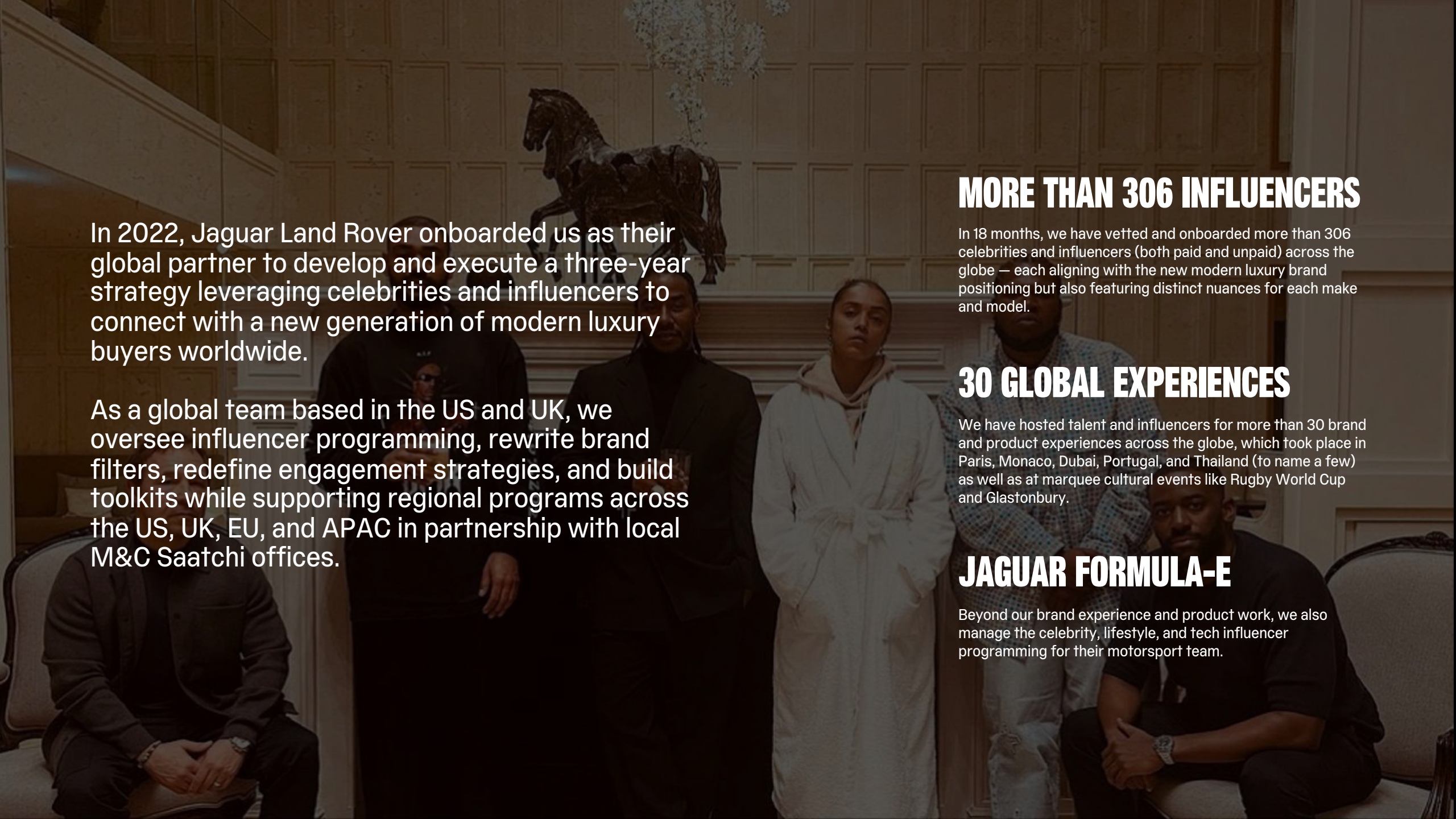


JAGUAR

OUR MISSION

Recruit a new generation of modern luxury consumers into JLR's iconic portfolio of brands via an always-on celebrity and influencer global community.





In 2022, Jaguar Land Rover onboarded us as their global partner to develop and execute a three-year strategy leveraging celebrities and influencers to connect with a new generation of modern luxury buyers worldwide.

As a global team based in the US and UK, we oversee influencer programming, rewrite brand filters, redefine engagement strategies, and build toolkits while supporting regional programs across the US, UK, EU, and APAC in partnership with local M&C Saatchi offices.

MORE THAN 306 INFLUENCERS

In 18 months, we have vetted and onboarded more than 306 celebrities and influencers (both paid and unpaid) across the globe — each aligning with the new modern luxury brand positioning but also featuring distinct nuances for each make and model.

30 GLOBAL EXPERIENCES

We have hosted talent and influencers for more than 30 brand and product experiences across the globe, which took place in Paris, Monaco, Dubai, Portugal, and Thailand (to name a few) as well as at marquee cultural events like Rugby World Cup and Glastonbury.

JAGUAR FORMULA-E

Beyond our brand experience and product work, we also manage the celebrity, lifestyle, and tech influencer programming for their motorsport team.

DEFENDER @ RUGBY WORLD CUP

THE BRIEF

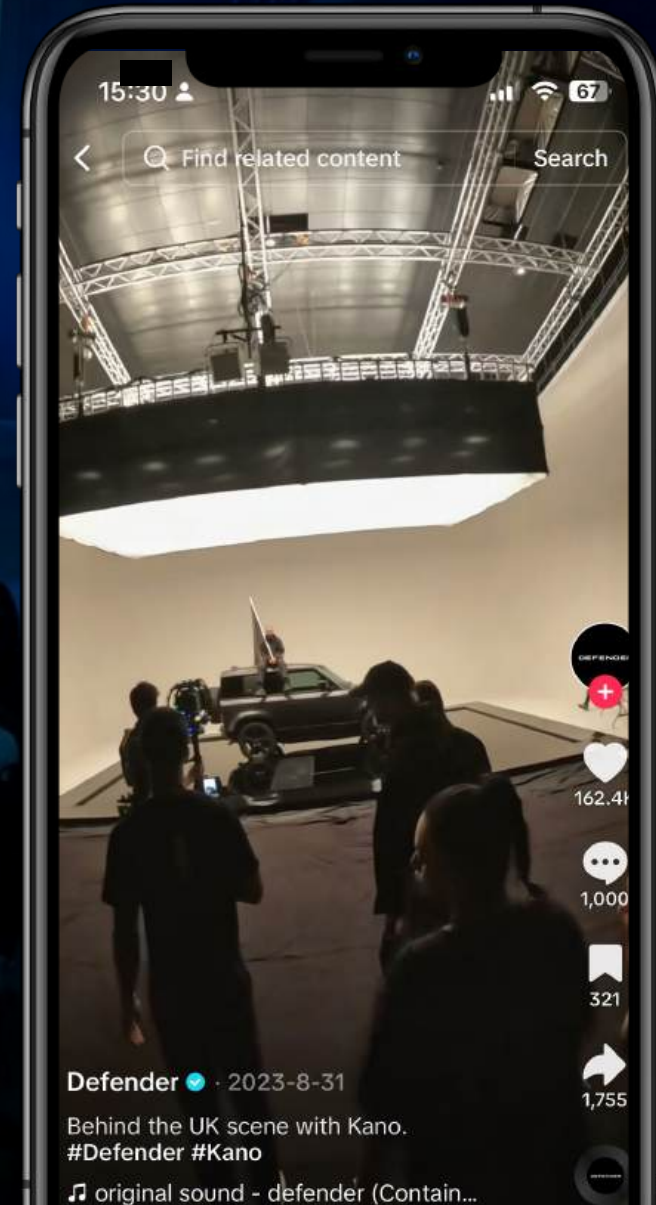
Proclaimed internally as the summer of ‘Defender, Defender, Defender,’ Jaguar Land Rover invested in a landmark sponsorship of the 2023 Rugby World Cup in Paris. As a long-time sponsor of Rugby, this year, the brand wanted to do something different — they wanted to dominate the cultural occasion beginning with an unforgettable opening party.

THE PROGRAM

We partnered with the client to align on a talent and creator strategy that added to the core narrative and created a desirable, newsworthy cultural moment. The brand ultimately cast Kano — legendary Grimes pioneer and star in Top Boy — with a personal story and career that embodied the spirit of the broader partnership. He was engaged for a multi-pronged activation — below-the-line campaign, co-launched the brand’s TikTok channel, and a live set at the opening party. From there, we stacked the room with strong brand-fit content creators and visual storytellers, who were flown to Paris for a multi-day exclusive program, as well as VIP celebrities like Idris Alba, and Arsema Thomas, and Luke Newton of Bridgerton fame, to help generate red carpet coverage.

THE INSIGHT

Rugby demands inner strength and a level of endurance that Defender embodies. A perfect match for those who seek to push boundaries on and off the field. So, when it was time to celebrate the marriage of two greats, we needed to highlight the strength and resilience of the human spirit.



CLIENT TESTIMONIALS

Shipt

"I'm blown away to tell you the honest truth. These people know how to think."

Alia Kemet, CMO Shipt

Visit Iceland

"There's so much trust between us that it gives us confidence taking creative risks together. That's how we achieve breakthrough work."

Sveinn Birkir Björnsson, Director Global Marketing, Visit Iceland



"Working with you has been truly first class, every step of the way."

Nike

AB InBev

"What sets them apart is their seamless integration with our team. They're not just partners, they're an extension of us. It's those deep ties across our entire team that makes the partnership fluid and effortless."

Laura Ballantyne, Director of Communications, AB-InBev