

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

PRWeek

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 CMOs are skeptical

By David Brown, Campaign | January 14, 2023

OMNICOM-IPG—EVERYTHING AGENCIES AND MARKETERS 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 27, 2023

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

Media & Marketing

PMG and Camelot ad agency merger creates national powerhouse

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 - Businesses

Omnicom to buy IPG

as a 'strategic' agency

in a 'tough' market

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

CapitalOne

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

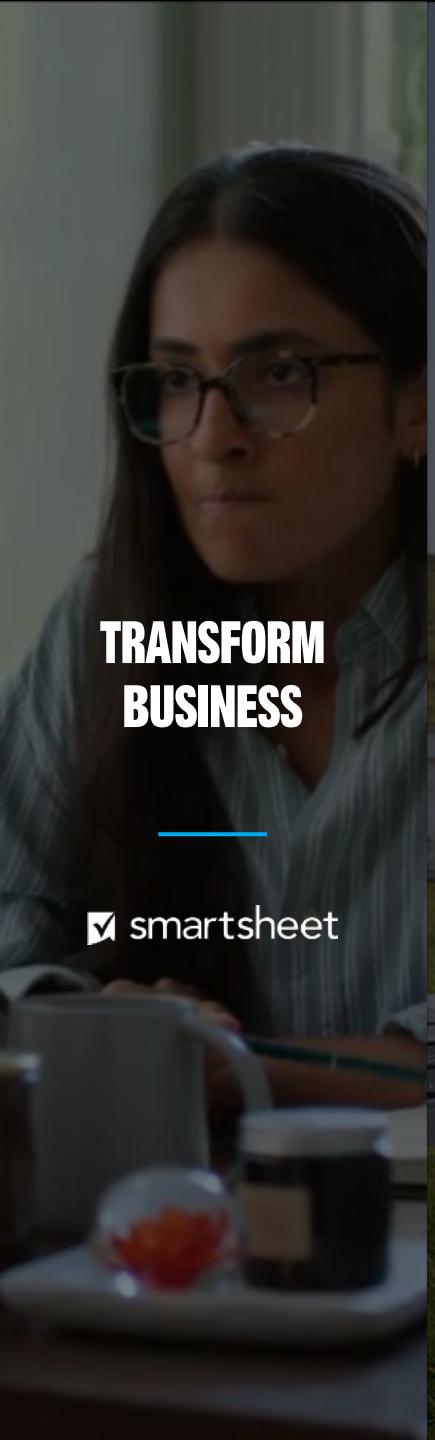
Customer

Activation

Business

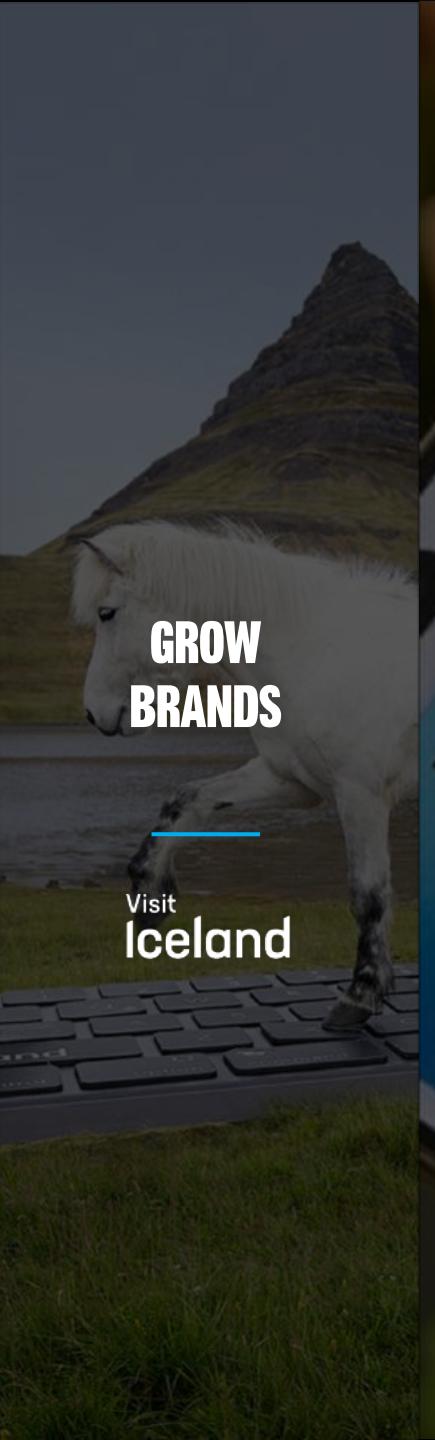
**M+C SAATCHI
INTELLIGENCE**

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



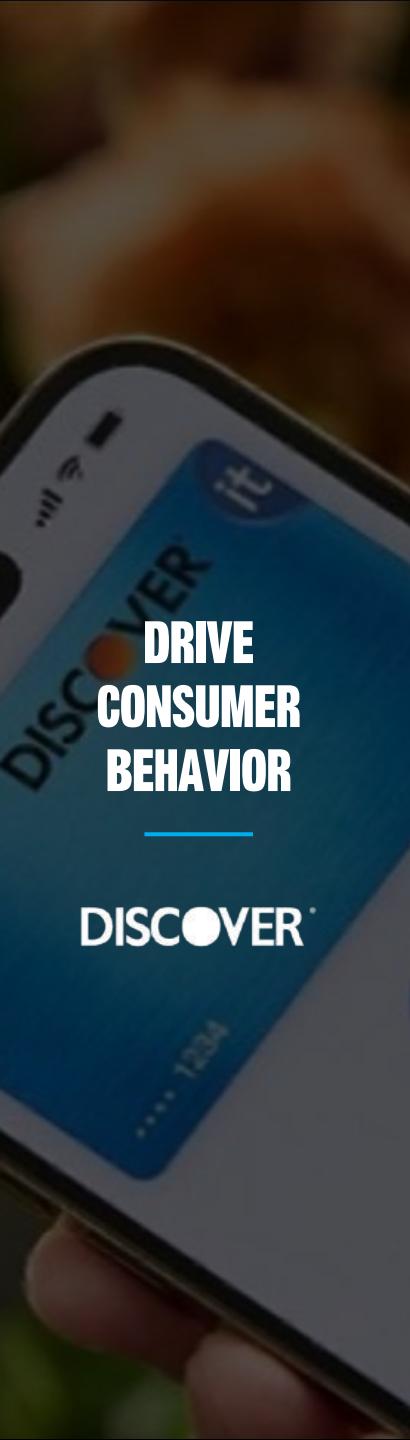
TRANSFORM
BUSINESS

smartsheet



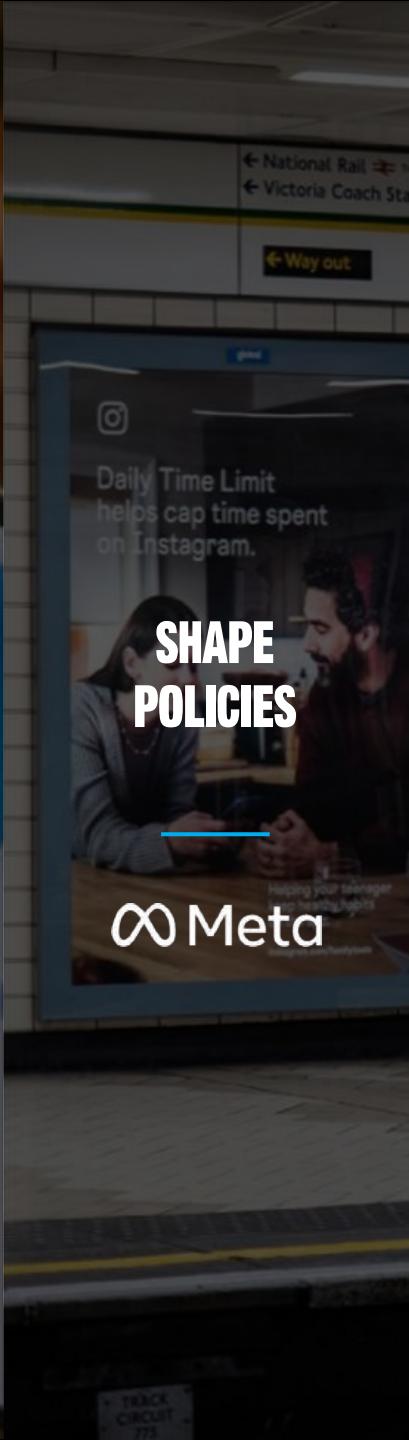
GROW
BRANDS

Visit
Iceland



DRIVE
CONSUMER
BEHAVIOR

DISCOVER



Daily Time Limit
helps cap time spent
on Instagram.

SHAPE
POLICIES

Meta



BOLSTER
REPUTATIONS

WELLSFARGO



BUILD
COMMUNITIES

JAGUAR



Visit
Iceland

A wide-angle photograph of a person standing on a dark, rocky shoreline. The person is wearing a bright yellow raincoat and dark trousers, with their arms outstretched. They are looking towards a massive waterfall that cascades down a dark cliff face into the ocean. The waterfall creates a large misty spray that fills the air. The ocean in the foreground is dark and choppy. The overall scene is dramatic and powerful.

**ICELAND NEEDED TO RESTORE TOURISM
WITH A FRACTION OF THE BUDGET**



THE ANSWER WAS **NOT**
HOSPITALITY

IT'S WHAT PEOPLE
REALLY NEEDED:
HUMANITY





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

GQ

HYPEBEAST

Traveler

HICONSUMPTION

NEW YORK POST

People

THE WALL STREET JOURNAL

The
Economist

Marketing Week

\$40 MILLION+
EARNED CONVERSATION

Newsweek

The Washington Post

yahoo!

UPROXX
THE CULTURE OF NOW

CNN BUSINESS.

Muse
GLIO

Backpacker

CNBC

ADWEEK

FAST COMPANY

GIZMODO

Mashable

TRAVEL
LEISURE

TAXI



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

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

**VISITATION AT
100% CAPACITY**



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 WITH THE COUNTRY

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

When do you need to roll at Wells Fargo?

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

The image shows a red rectangular sign with the Wells Fargo logo. The logo consists of the words "WELLS" and "FARGO" stacked vertically in a bold, serif font. The "W" in "WELLS" and the "F" in "FARGO" are slightly larger than the other letters. The sign is set against a dark, out-of-focus background that appears to be a city skyline at night.

**WELLS
FARGO**

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

FROM
'BIG BAD BANK'



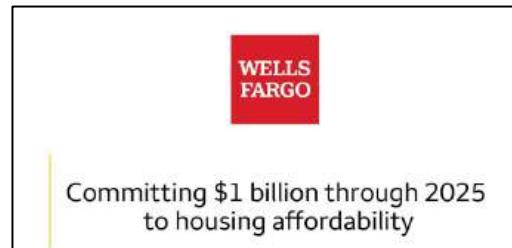
TO
COMMUNITY ALLY



AN ENDURING 10-YEAR PROGRAM

BUILDING BETTER EVERY DAY

HOUSING AFFORDABILITY



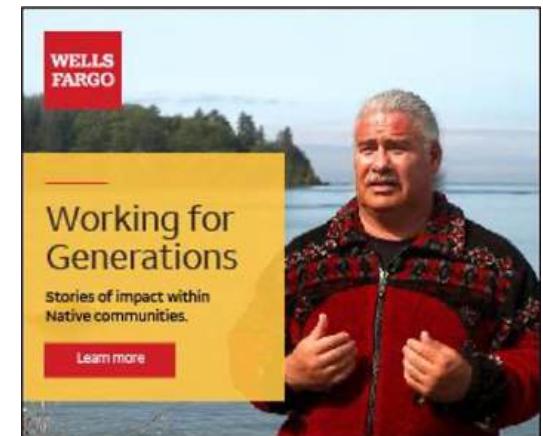
FINANCIAL / FOOD INSECURITY



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

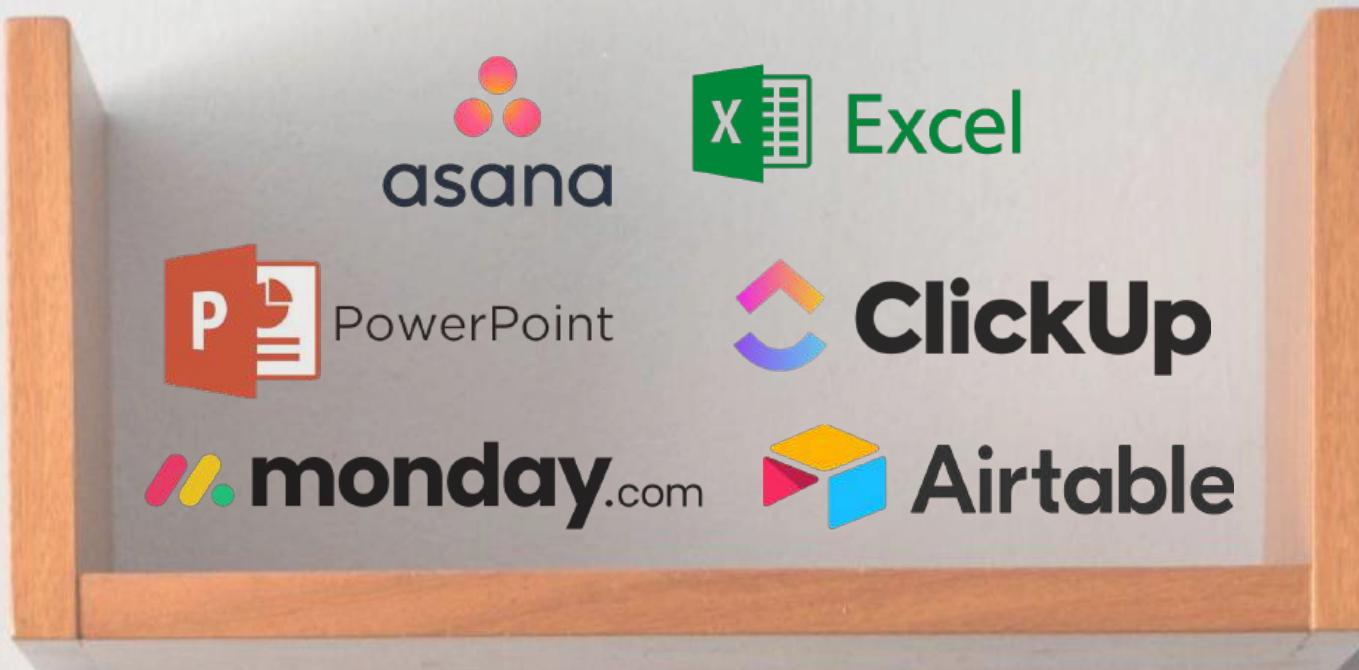
abc
NEWSLIVE

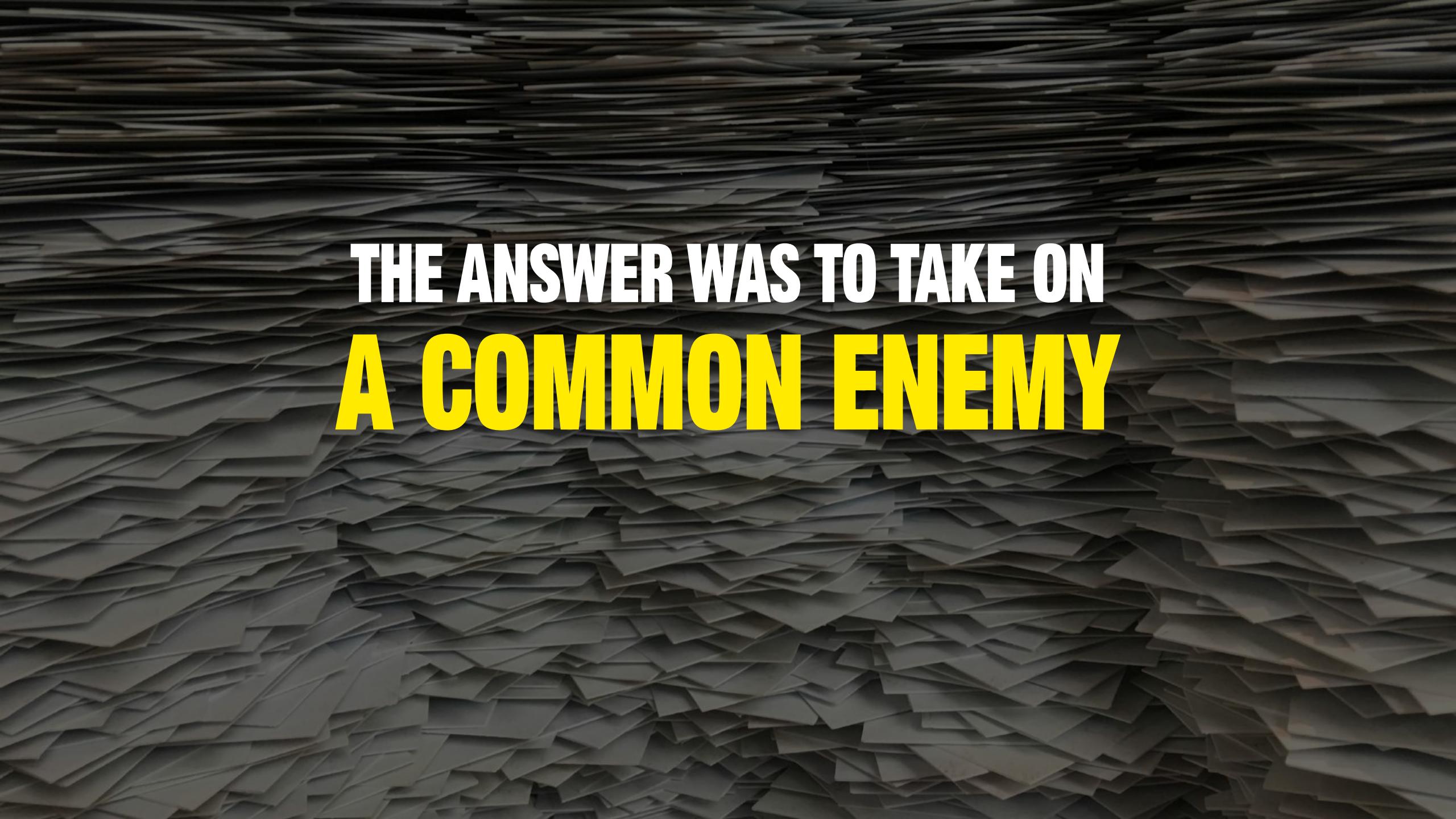
TOP
AMERICA

A woman with long dark hair and glasses is sitting at a desk, looking at a computer screen. She is wearing a striped shirt. The desk is cluttered with books, a laptop, and a mug. In the background, there are shelves with books and plants, and a window showing greenery outside.

 smartsheet

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



A large, dark stack of papers or documents, possibly a backlog of work, serves as the background for the text.

THE ANSWER WAS TO TAKE ON
A COMMON ENEMY

A photograph of a person sitting at a desk in a lecture hall. The person is looking towards the front of the room. The room is filled with rows of wooden desks and chairs. Numbered nameplates are visible on the desks, including '1063' and '1067'. The lighting is dim, creating a focused atmosphere.

Our enemy

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



OPERATE AT PEAK HUMAN

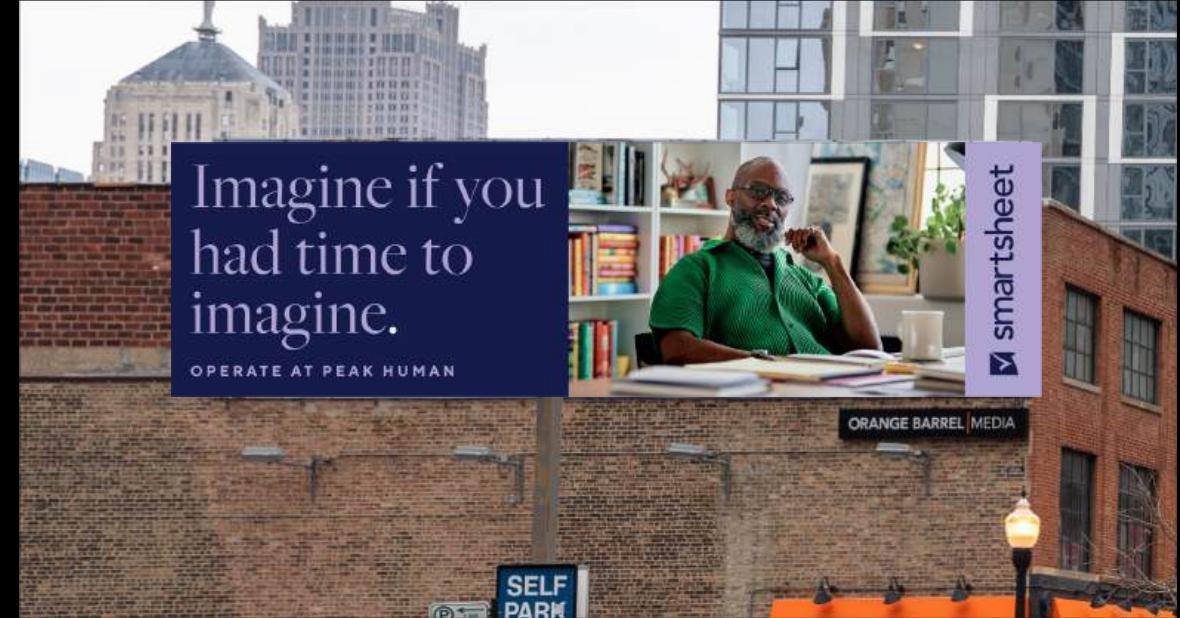
 smartsheet



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

+ 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

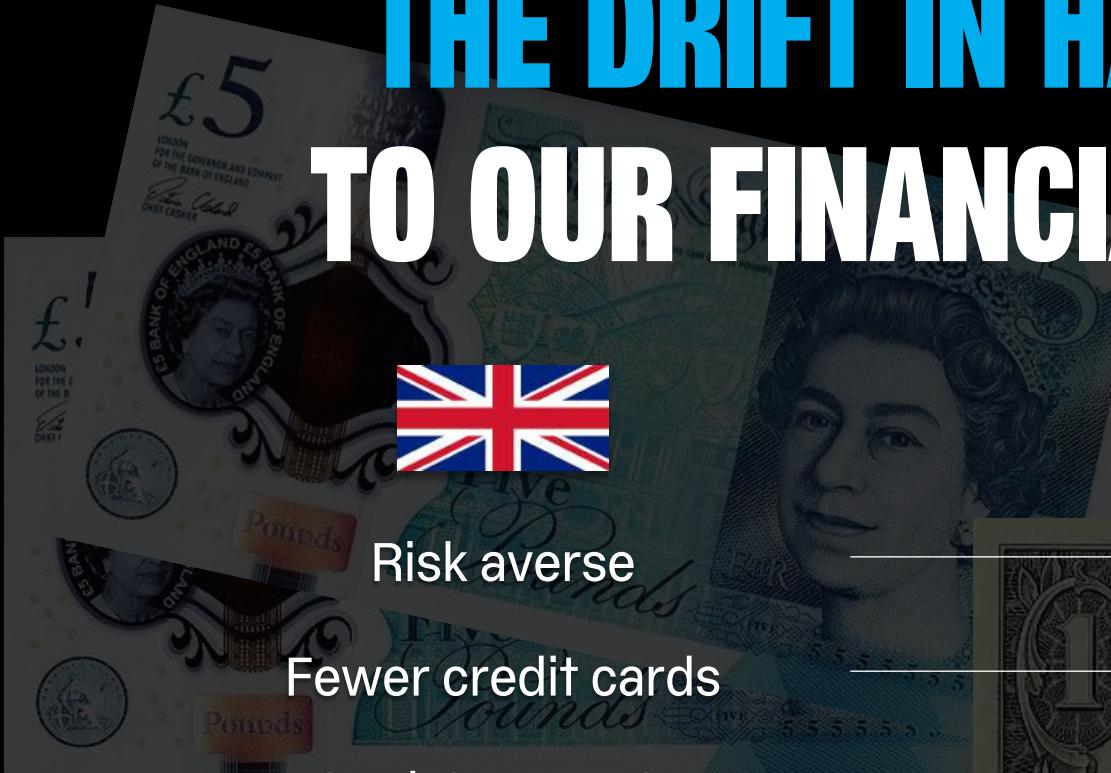


EURO 2024 SEMI-FINAL



SUPERBOWL LVIII 2024

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

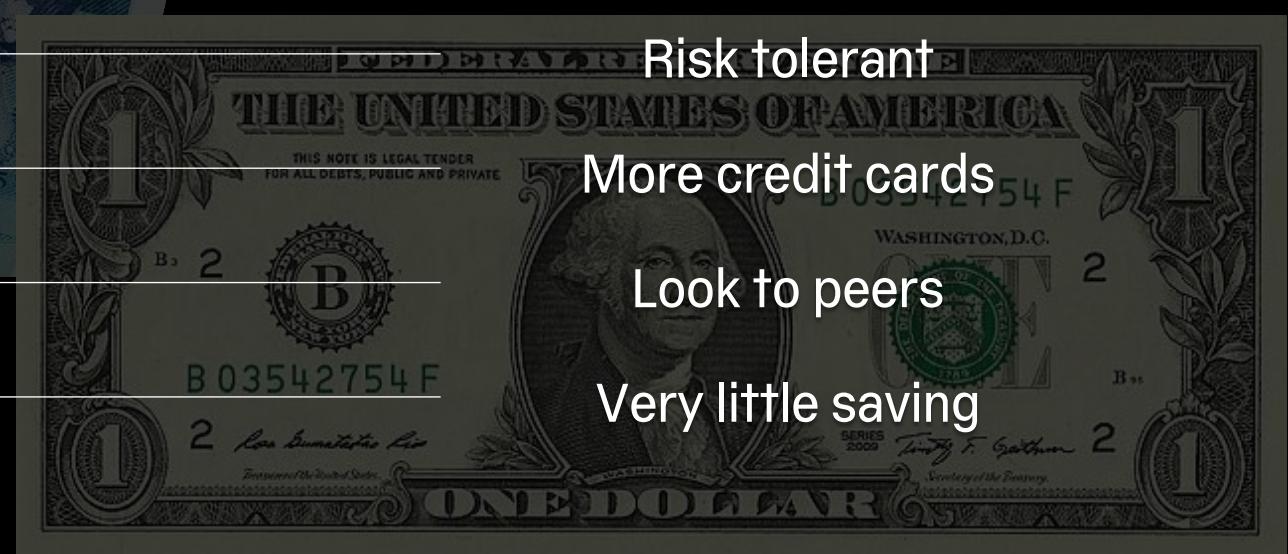


Risk averse

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

#1

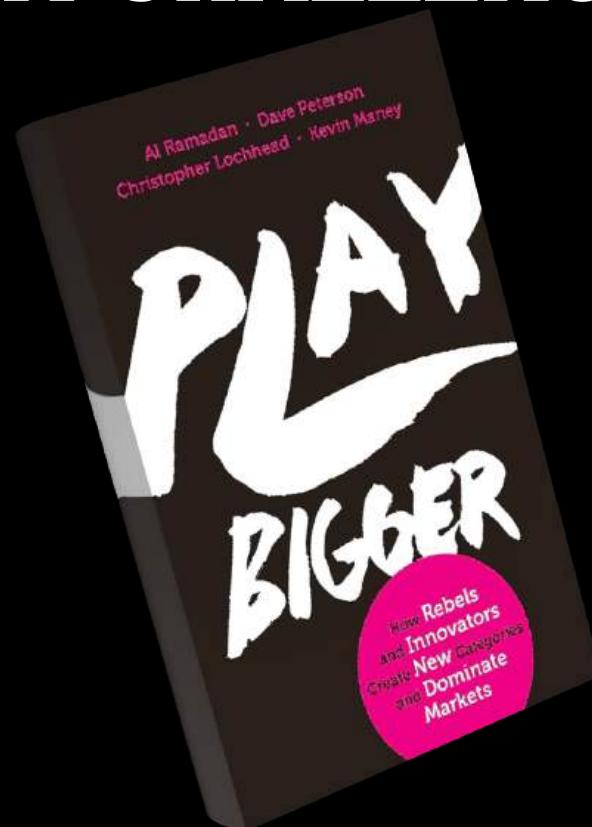


Brand Awareness

#12



BEING A CHALLENGER PRESENTS A CHALLENGE OF ITS OWN



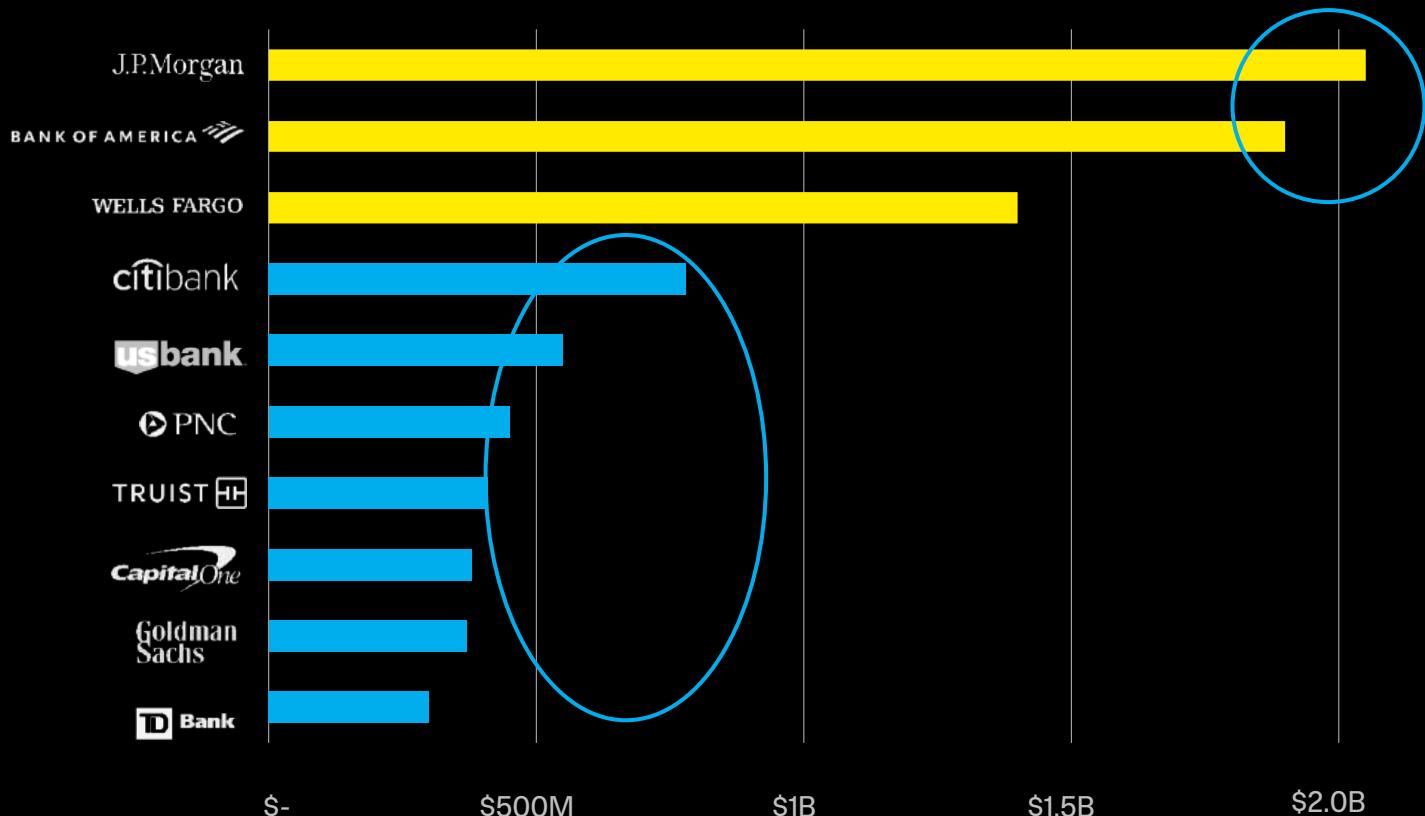
“

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**

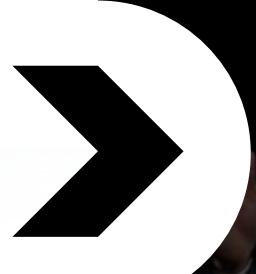
A feeling
**THE FUTURE
IS AT RISK**

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



GLOBAL VOICES ARE EVOLVING

FROM



TO



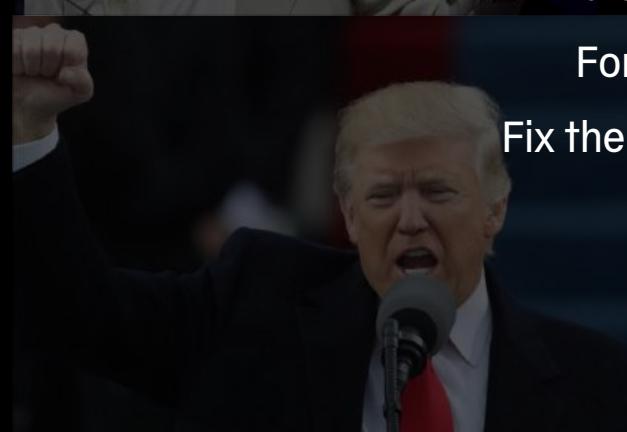
YOUR PLANET
NEEDS YOU



- Empathetic voices
- Demonization of capitalism
- Nurture to grow
- Talk about it
- Tread cautiously
- For all
- Prepare for the future



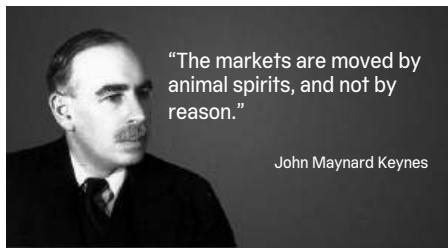
- Authoritative voices
- Free markets
- Compete to grow
- Get stuff done
- Embrace risk



- For me
- Fix the present

THE CALL FOR DYNAMIC CHANGE IS ALL AROUND US

OUR ECONOMY



"The markets are moved by animal spirits, and not by reason."

John Maynard Keynes



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

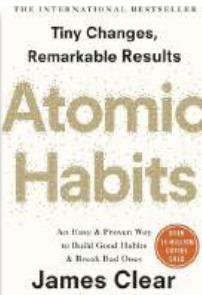
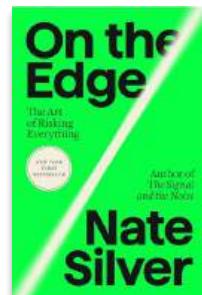
CS Venkatakrishnan

OUR CULTURE

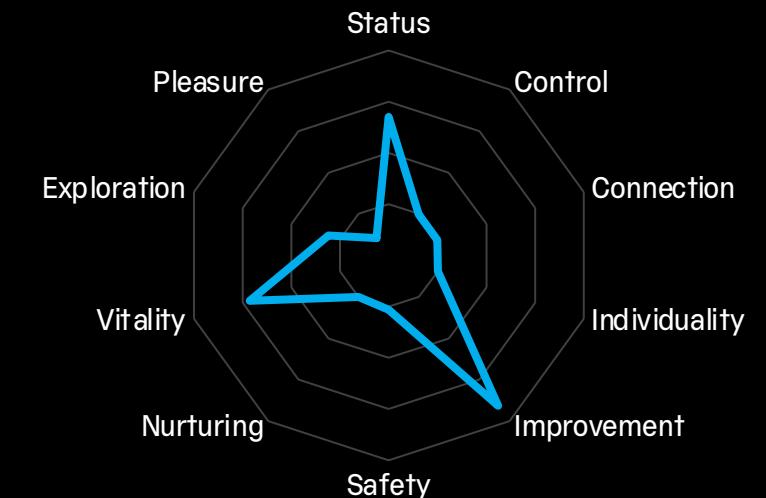
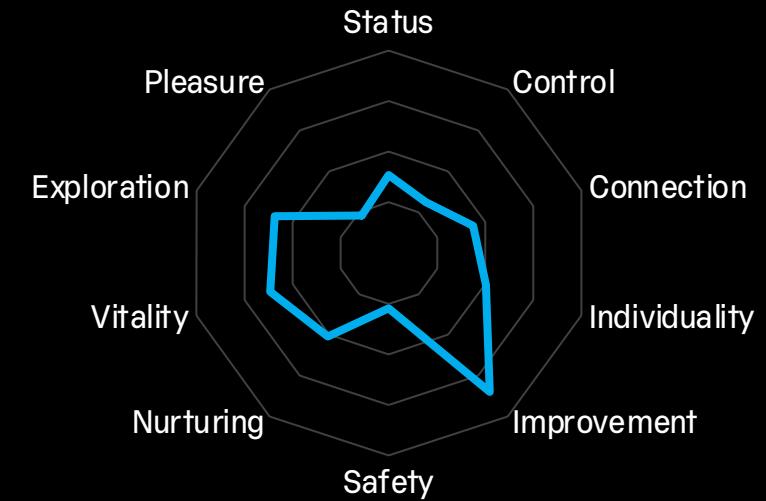


OUR BEHAVIOR

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

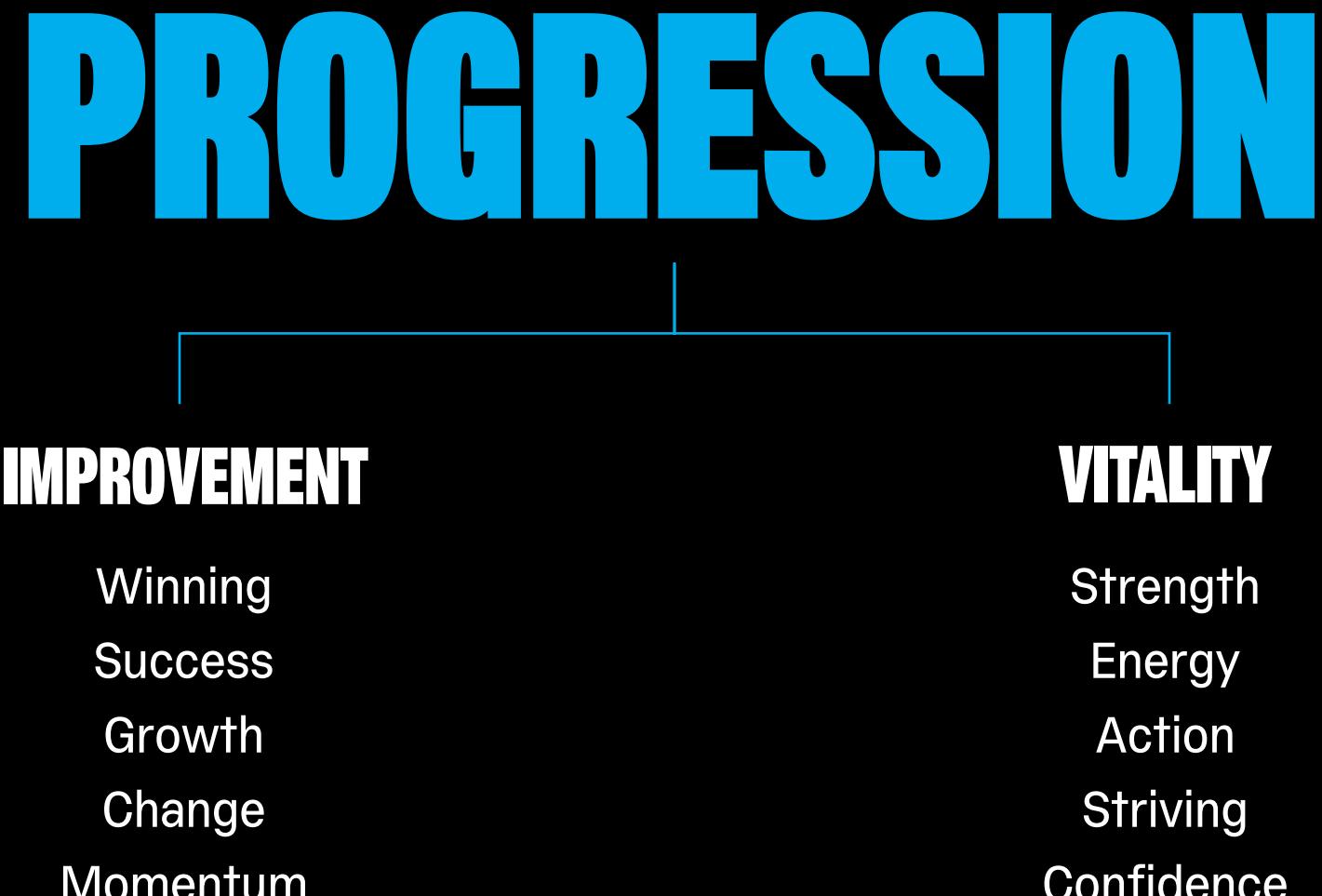
Energy

Action

Striving

Confidence

PROGRESSION



IMPROVEMENT

- Winning
- Success
- Growth
- Change
- Momentum

VITALITY

- Strength
- Energy
- Action
- Striving
- Confidence

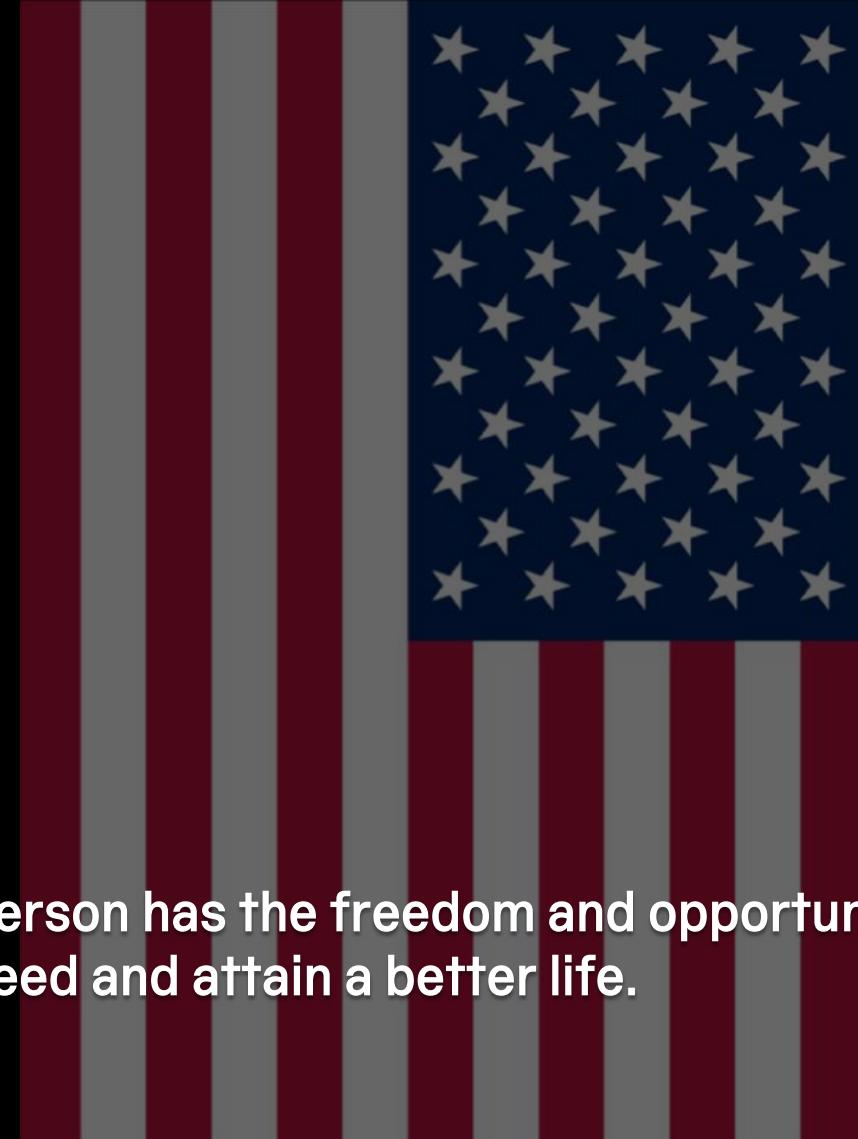
**PROGRESSION
IS A POWERFUL SPACE**

PROGRESSION IS A POWERFUL SPACE

ESPECIALLY FOR AMERICANS

“

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

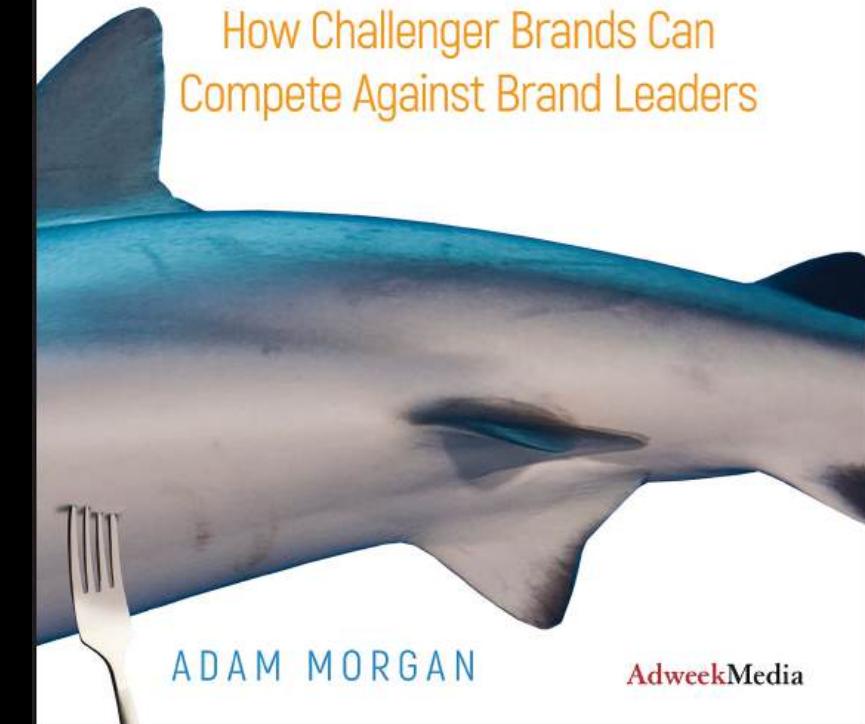


PROGRESSION IS A
POWERFUL SPACE

ESPECIALLY FOR
CHALLENGER
BRANDS

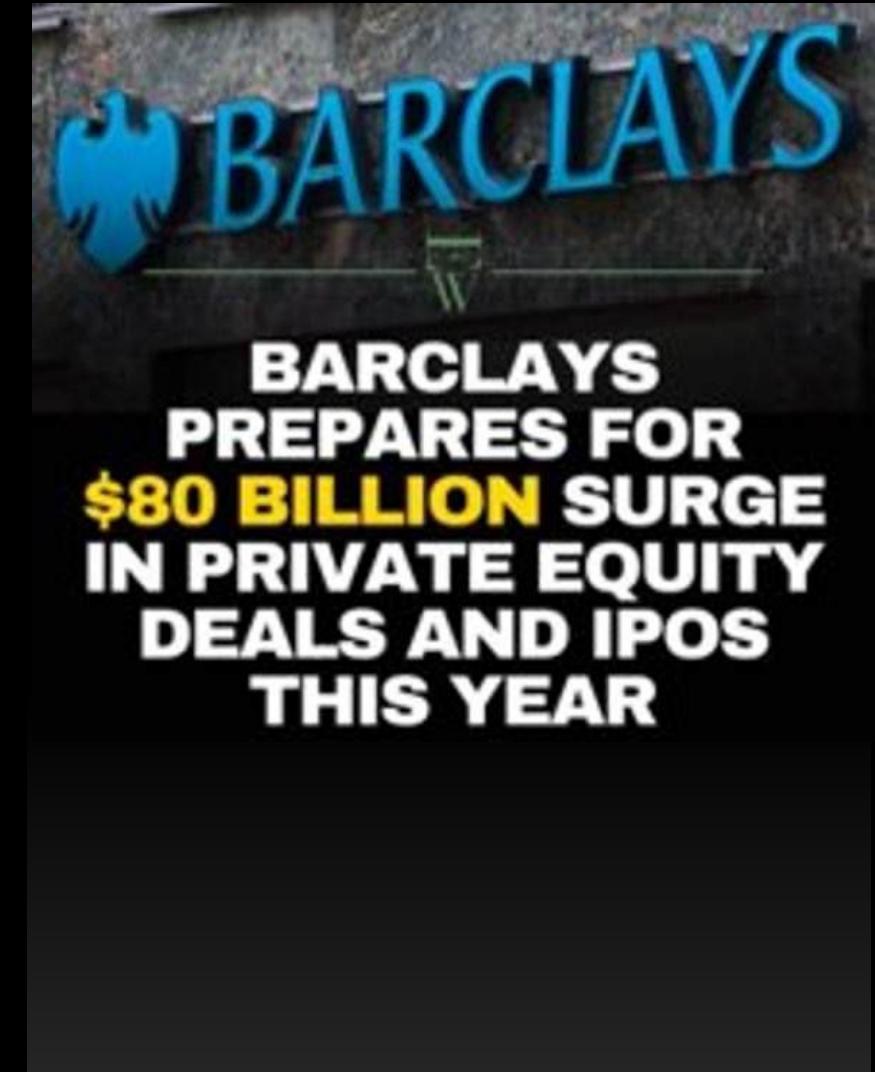
EATING THE
BIG FISH

How Challenger Brands Can
Compete Against Brand Leaders



PROGRESSION IS A
POWERFUL SPACE

ESPECIALLY FOR
**INVESTMENT
BANKS**





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, shepherded 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

ElevenLabs

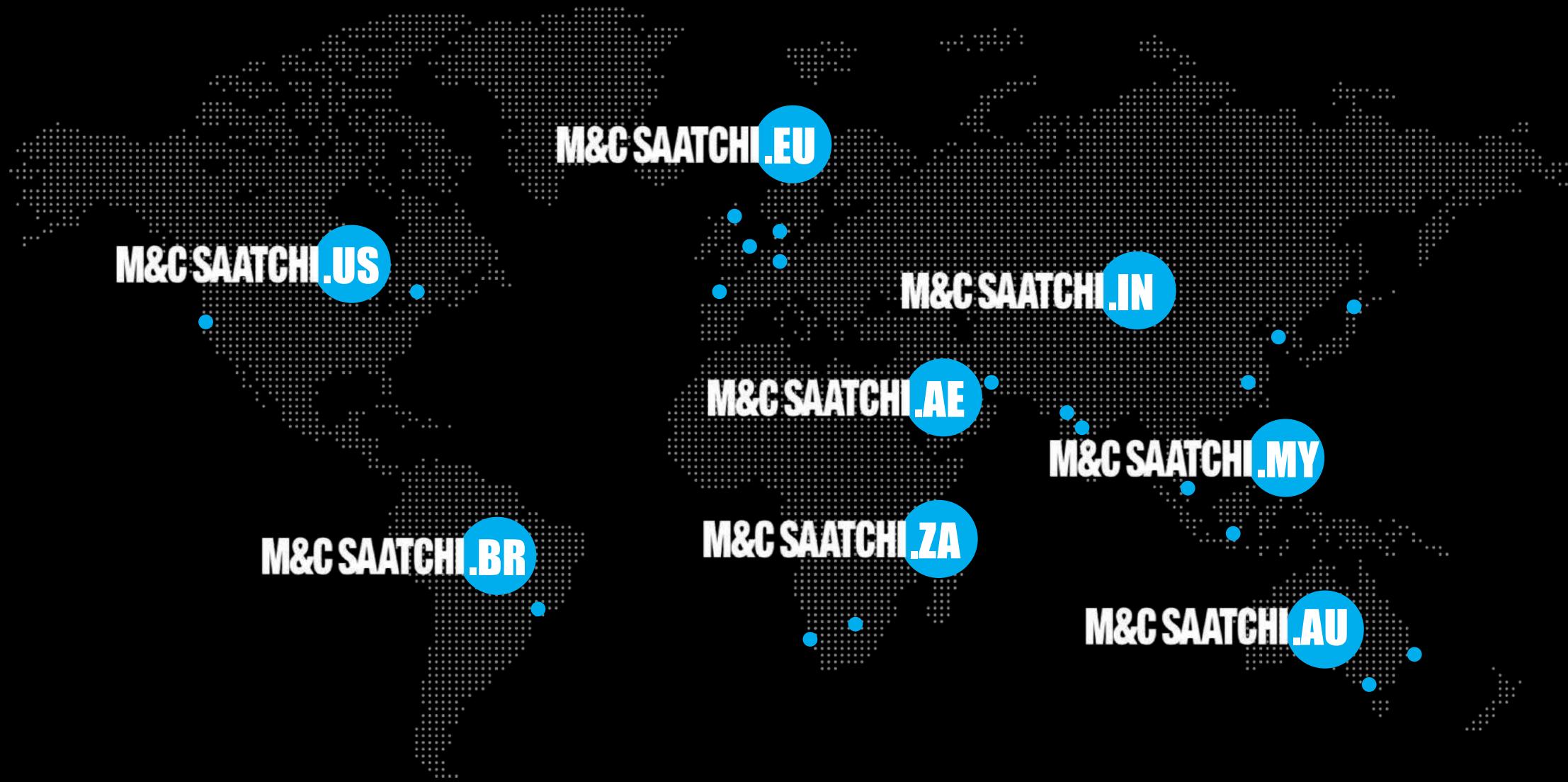
cape/



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

+ 25%

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

+ 2.6X

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

+ 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

Daily Time Limit
helps cap time spent
on Instagram.

SHAPE
POLICIES

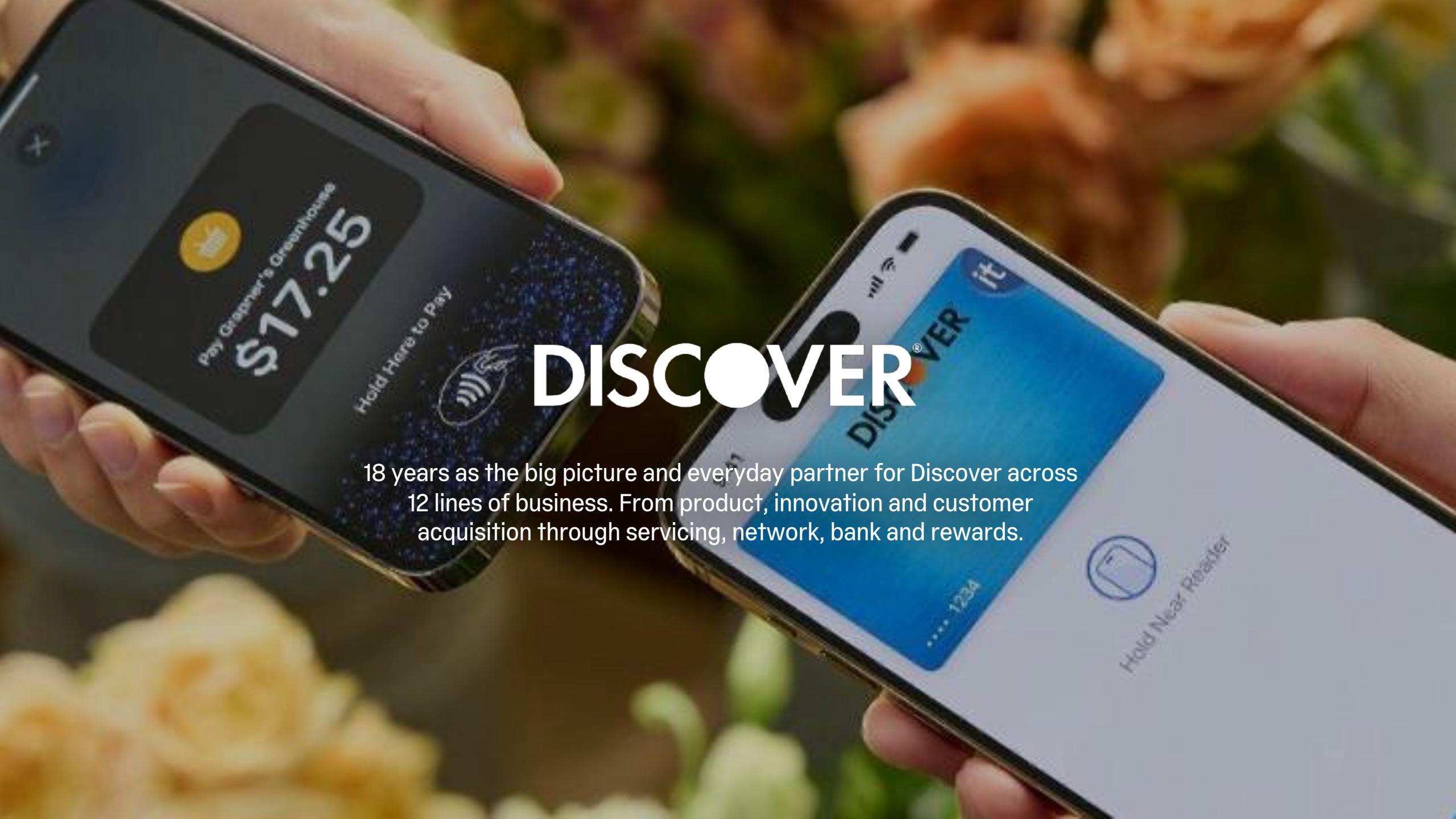
Meta

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

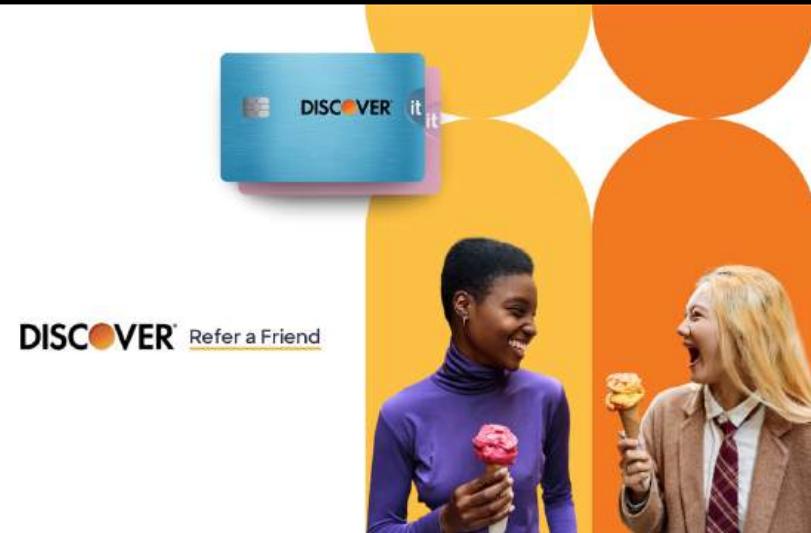
+100M logins per month

+\$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 acquisition to increase revenue

Customer service to reduce costs



Customer XP innovation to drive usage & loyalty

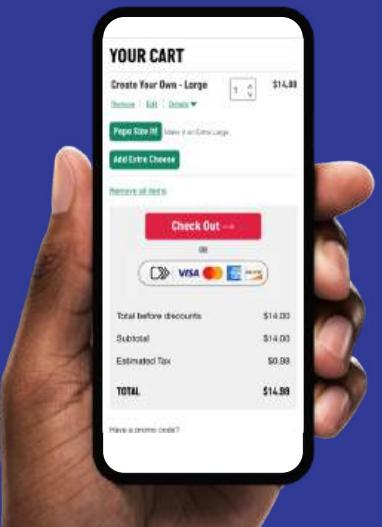




Application, approval, & digital card ready to use in 60 seconds.



Spend Analyzer (innovative PFM)



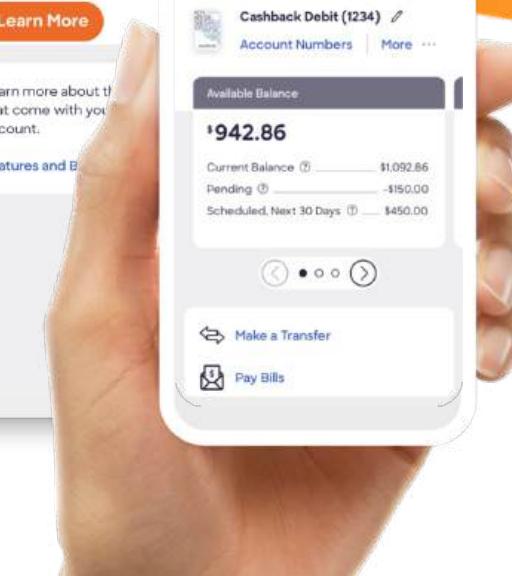
Discover Pay (complete e-commerce checkout)



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



The image shows the Discover online banking interface. At the top, there is a navigation bar with links for Transfers, Payments, Services, Open an Account, Messages, Profile, Help, Accounts, and Log Out. Below the navigation bar, a greeting says "Good Morning, Montgomery". There are links for Cashback Debit (1234), Account Numbers, and More. The main area features a "Available Balance" of \$942.86, a "Monthly Money Movement" chart from April 1 to April 20, 2021, and a "Cashback Bonus Balance" of \$6.68 with a "Redeem" button. To the right, there is a "Account Activity" section showing a list of transactions, including "Prospect Food" and "Local Market" purchases, and a "Misplaced debit" alert. The desktop version of the interface is also visible on the right side of the screen.

DISCOVER

Good Morning, Montgomery

Cashback Debit (1234) | Account Numbers | More ...

Available Balance

\$942.86

Current Balance: \$1,092.86
Pending: -\$150.00
Scheduled, Next 30 Days: \$450.00

Monthly Money Movement

From Apr 1 to Apr 20, 2021

-\$840 50 \$840

Money In Money Out

Net Change of -\$340.00

Cashback Bonus Balance

\$6.68

Redeem

Enroll in Auto Redemption

Account Activity

Activity Money In Money Out Scheduled

Show Running Balance Download Print

Pending

+ Prospect Food -\$50.00

+ Local Market -\$100.00

Posted Apr 12, 2021

+ Prospect Food -\$30.00

+ ATM #200 Grocery Store -\$50.00

+ Check #324 View Check -\$200.00

+ ACH Deposit from Trusted Bank (0987) \$500.00

+ Prospect Food -\$50.00

Misplaced debit

Just freeze your debit card prevent new purchases and transactions without interrupting account activity. Limitations apply.

Learn More

Learn more about the benefits that come with your account.

Features and Benefits

\$942.86

Current Balance: \$1,092.86
Pending: -\$150.00
Scheduled, Next 30 Days: \$450.00

Make a Transfer

Pay Bills

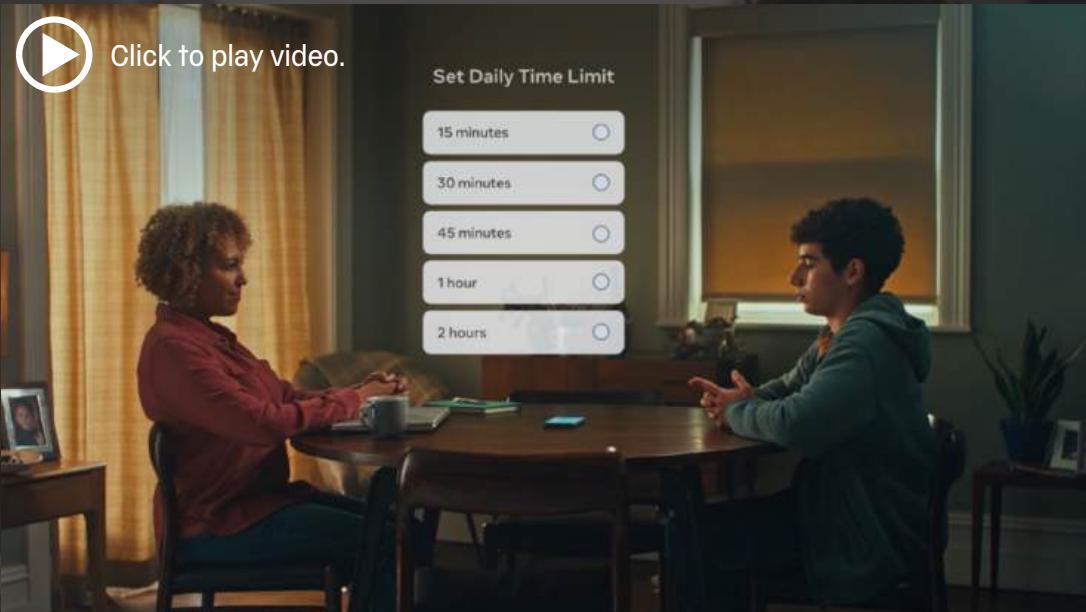
A photograph of a living room scene. In the foreground, a young man with curly hair and a young woman with dark hair are sitting on a couch, looking at a green tablet together and smiling. In the background, a man with a beard and a woman are sitting on another couch, looking towards the camera. On a small wooden table in the foreground, there is a bowl of chips, a plate of cookies, a lit candle, and a remote control. The room has warm lighting and a cozy atmosphere.

∞ Meta EU YOUTH & WELLBEING

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



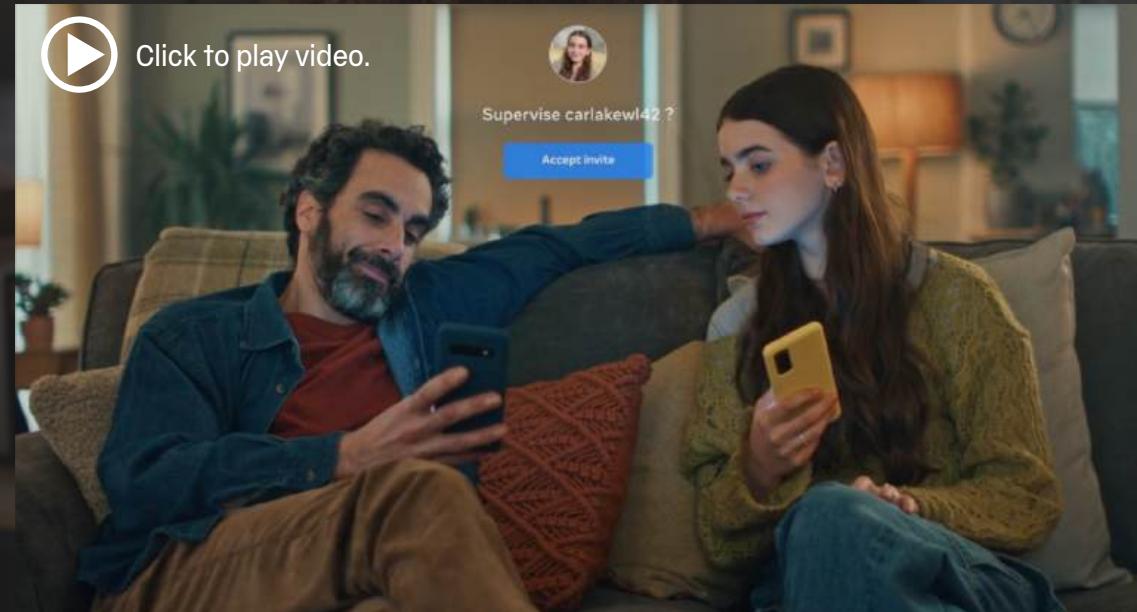
Click to play video.



“Negotiations” :30



Click to play video.



“Family Tools” :30

Cardinal →
Place exit

VICTORIA

← National Rail → Trains to Geneva →
← Victoria Coach Station →

Lift →

Victoria line →

Way out

VICTORIA

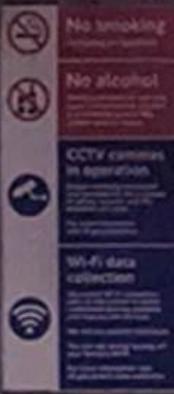
Cardinal →
Place exit

VICTORIA

← National Rail → Trains to Geneva →
← Victoria Coach Station →

Way out







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



Daily Time Limit helps cap time spent on Instagram.



Helping your teenager keep healthy habits on the app.

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%

+

22%

+

21%

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

Increase in policy elites who believe Instagram is taking action

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

*Results reflect recent research in UK, Germany, Italy

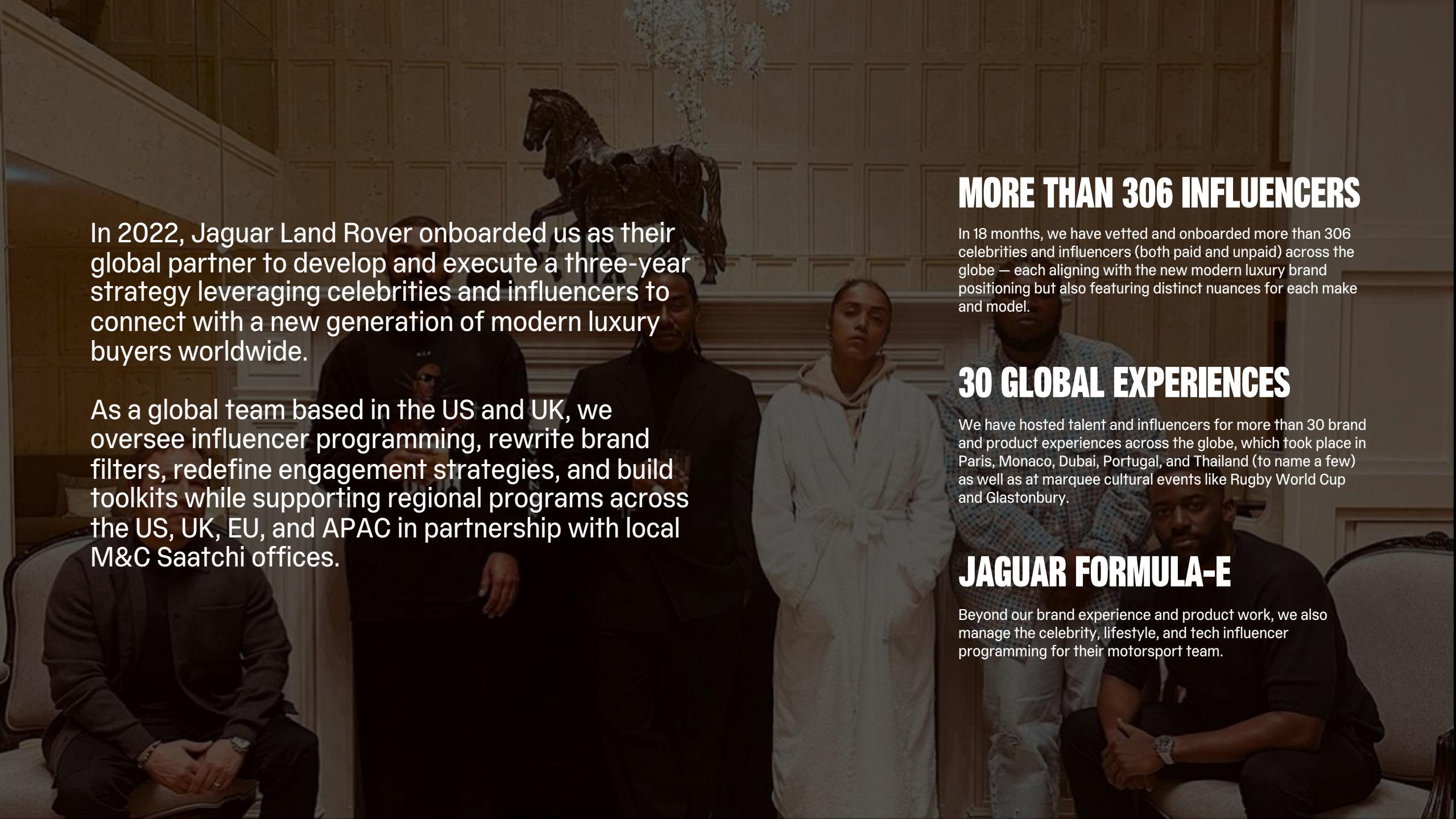


JAGUAR

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

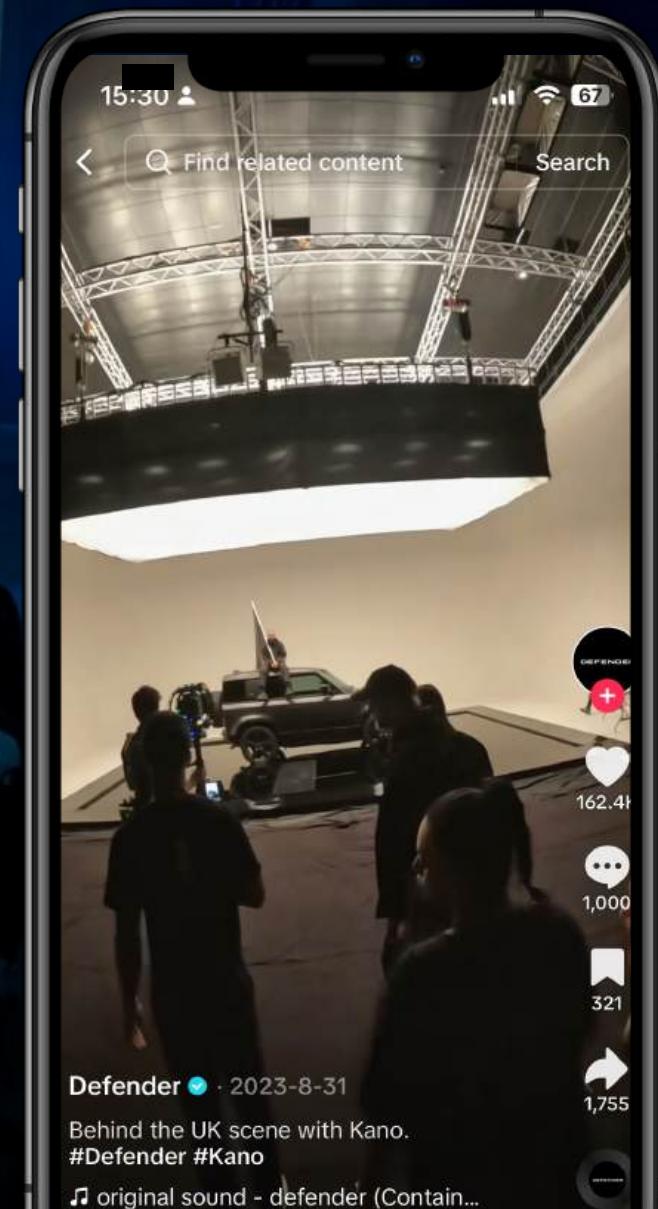
Proclaimed internally as the summer of 'Defender, Defender, Defender,' Jaguar Land Rover invested in a landmark sponsorship of the 2023 Rugby World Cup in Paris. As a long-time sponsor of Rugby, this year, the brand wanted to do something different — they wanted to dominate the cultural occasion beginning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



“I’m blown away to tell you the honest truth. These people know how to think.”

Alia Kemet, CMO Shipt



“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



“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