

## Corporate Profile

### Havas

#### WE GO BY THE NAME OF

Havas Southern Africa

#### OUR CORE SPECIALITY IS

Through-The-Line Communications

#### OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

Durex's The Big 'O' campaign

#### OUR BIG CLIENT

Reckitt Benckiser

#### OUR OLDEST ACCOUNT

Reckitt Benckiser

#### ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Parmalat

#### ACCOUNTS WE'VE LOST OVER THE PAST 12 MONTHS

PPS

#### WHO OWNS US

Havas Group

#### OUR BEE RATING

Level 2

#### OUR REVENUE BAND

R40 million – R60 million

#### THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

70

#### WHO'S THE BOSS

Lynn Madeley – Chief Executive Officer

#### OUR BUSINESS IN 140 CHARACTERS

Our purpose is to help clients' communications stay ahead of the game so they can be successful today and sure of success tomorrow.

#### OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

Reconfiguring our purpose to better match in-market trends, influences and nuances in South Africa and the rest of Africa. Havas in Southern Africa brings the global alignment, 'Better Together' to life by being 'Fluent in Tomorrow'. It's a better reflection of our identity and our dynamic offering to clients.

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#### SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US

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Havas Johannesburg

**This year, there's a new story to tell at Havas.** The agency took a long, hard look at itself and realized it was becoming the aged aunt – reliable and honest – but not going to set the African advertising scene alight.

In a world that is unpredictable and changing with more speed than ever before, some companies may think being an aged aunt would be a good thing. Not the leadership team at Havas. What Havas realised was that it has all the tools, capability and IP to really help clients set their communications up for success today and in the future. The resulting shorthand that the agency now uses to describe its purpose is 'Fluent in Tomorrow'. But it's not a buzz phrase, says CEO Lynn Madeley. "We stand for helping our clients and ourselves be future first and future fit in everything we do."

As such, and with the group's global research, Madeley and team understand that what clients need most from their agencies right now, especially in South Africa, is guidance on how, with the world's current dizzying rate of change, to manage the change from a communications perspective. "In the world of Taxify, Lift and Uber over taxi cabs, Airbnb and Mister BnB over hotels and Bitcoin challenging traditional banking, we need to help our clients to navigate the changing environment and ensure they remain current, and not become another Kodak, or Blackberry," comments Madeley.

The advertising industry is having its own 'Kodak moment', she maintains, and needs to change. "Today, not only do you need to be quick and good – not to mention cost effective, but you have to be able to ensure that your clients are 'Fluent in Tomorrow'. We are in a world of content, smartphones, nano-second attention and huge new adversaries for clients. We do the heavy lifting for our clients so that they can make the right decisions for their businesses and

brands," she says.

Havas' service design agency, Havas Boondoggle, with its design thinking offering, merges well into this space, workshoping with clients to help them understand what their consumers really need; instead of what the clients think they need, Madeley reveals. Co-Currency, the brand strategy consulting firm that Havas

launched together with Ivan Moroke is skilled at working with clients to decipher brand positioning, formulate marketing strategy, and collaborate on impactful executions and reviews, out of which the creative work and media placement naturally follow. The Havas PR team, meanwhile, ensures that all work stays true to brand narratives and amplifies campaigns. "All of this goes to show that we're kitted out to offer clients whatever they need – literally from tweet to art installation," says Madeley.

Havas, she believes, is just the right size to work well in the current environment. "Bringing a chief technical officer into a massive agency has little impact – they already have an entire department. Bring that same person into an agency of our size and it makes a huge difference," she illustrates, adding that clients appreciate and work better with senior teams, which creates better results; something Havas is also equipped to do size-wise. "We have senior people on all our accounts, that's what our clients pay us for. They want our brains, not our structure and processes."

In a climate where sadly, many previously successful agencies



#### DETTOL "LITTLE FINGER"

In the season finale of Game Of Thrones, a key villain nicknamed "Littlefinger" met his demise to much fanfare. We ran this social media post the next day.



#### #SHELOVESBEER

#SHELOVESBEER is a social media movement initiated by a group of female beer lovers. To launch, the movement had 6 craft beers specially brewed, each inspired by a remarkable woman. We created all of the brand identities and label design, including telling the stories of these amazing people.



have been forced to close their doors, Madeley believes there is often not enough business to go around. "It used to be a rule that no more than 20% of your business should come from one client. Today, losing a client can literally close an agency, or at the very least mean it has to downsize significantly," she says. It's also a climate where clients are spending their money on different things, which is affecting the big agencies, not to mention the fact they have less money to spend and still demand heavy returns.

Agencies have to be part of this change, or they simply will not survive, she says. Clients come to Havas for the agency's creative thinking and problem solving abilities – what Madeley calls the 'Brains Trust'. "Clients are very happy to pay for people who make up this brains trust, but less so to pay for resources they don't see as mission critical to the business."

Ultimately, this means that our fee structures have had to change and we have to accept working on

risk – if we're not helping our clients positively affect their bottom line, then we ought not to be paid."

Havas is able to service clients in this manner largely thanks to what it calls the 'Knowledge Hub', data that has been collated from proprietary local and global research, as well as other research and data that is not proprietary but has been added since the inception of Havas in South Africa in 2007. The Knowledge Hub is what informs Havas' approach to work – not only does it assist in understanding clients' business and where the consumer is, but it also helps create and curate relevant media agnostic content around that.

In fact, when it comes to media agnostic content, Madeley believes this is something that in South Africa, we have not been brave enough to do. The industry is changing – consumers no longer watch TV exclusively but choose their platforms and consume media at their leisure. The creation of more media agnostic

content is an upcoming trend, she maintains – content that is ready for wherever the consumer happens to be, whether it's a white paper, a TV ad, a Twitter thread or a hologram.

With content development becoming less expensive, she has high hopes for work that contains more local insights. "It would be great to see a big, locally grown brand do a grand campaign that is influenced locally, for local audiences," she says.

Sadly, in South Africa, she finds that clients are not feeling particularly brave, and the result is that they produce dull work. "The country is in a state of fear, which means that agencies really should be working with their clients to understand what people want in this kind of environment. We have found that people generally want humour – light hearted communication that ultimately leaves them feeling good," Madeley reveals. In this landscape, Havas is primed to help its clients stay relevant and successful in a fast-paced world. "We need to ensure that while our clients

understand what is happening now, they're also ready for what's happening next, which is why we call ourselves 'Fluent In Tomorrow'," says Madeley.

Thriving in this industry, at this point in time, means looking beyond advertising. "We have to focus on how the agency can remain relevant; and it follows that this will help clients remain relevant too," Madeley insists.

Havas has done some heavy lifting over the past year in terms of refining its purpose, as well as from a positioning and offering point of view. The agency, reports Madeley, is aligned and everybody is channeled in the same direction. The next 12 months will be focused on asserting this purpose and further bringing all these ideas to life.

