

**ADVERTISING**

# KEY TAKEOUTS

We will offer a unified global advertising proposition.

We will deliver growth through our enhanced capabilities and a clear focus on connectivity in priority markets.

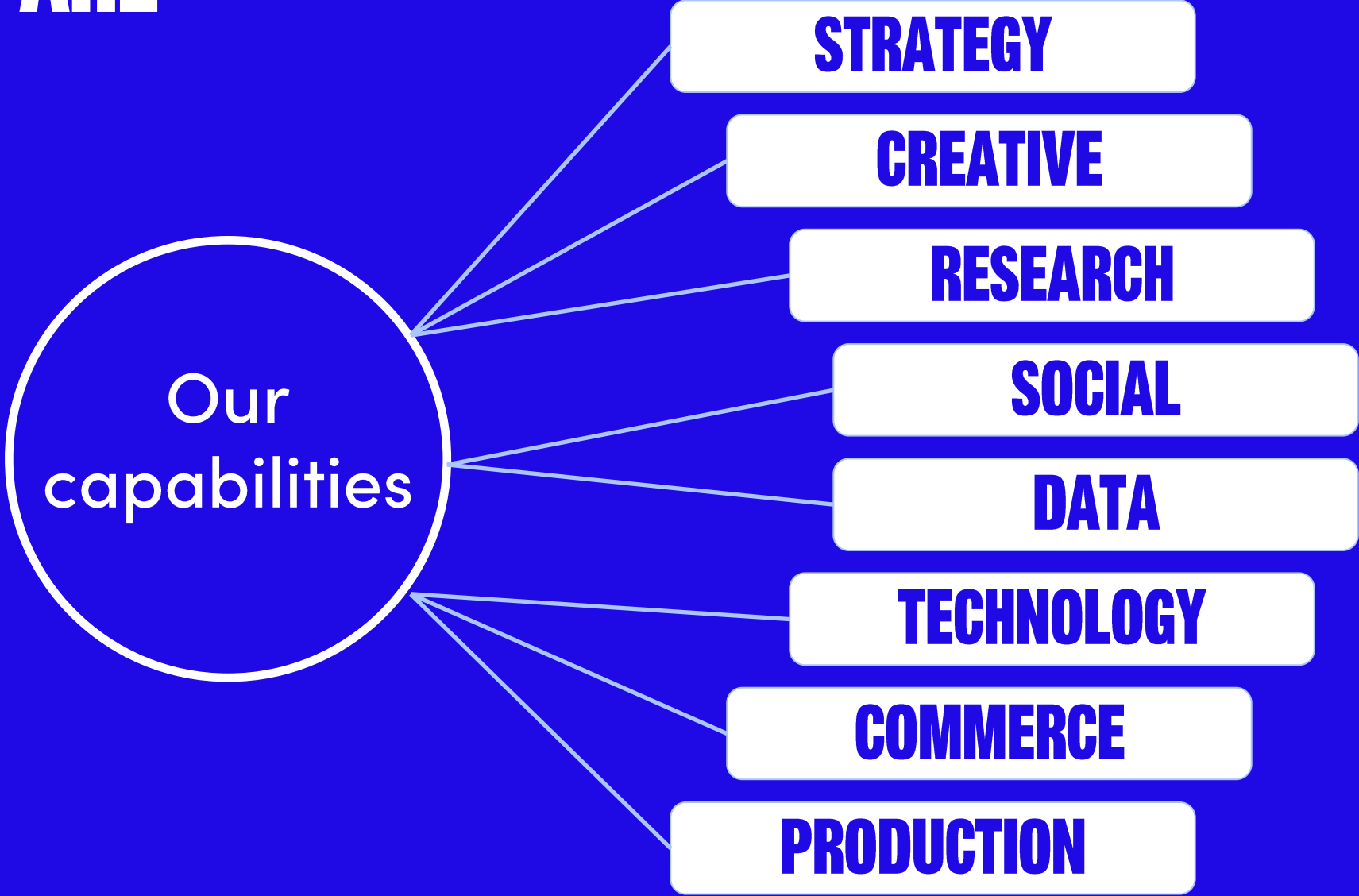
We will realize the improved margin opportunity within the division.

# WHO WE ARE

'Advertising' continues to be the largest division within the M&C Saatchi Group, and operates in the largest addressable market globally.



# WHO WE ARE



# HOW WE ARE TRANSFORMING

The capabilities within Advertising have strengthened in the areas of digital creative, social, and commerce.

All enhanced by a more connected, more modern network.

## ENHANCED CAPABILITY

- Investment in Digital and Social creative capabilities
- Data and technology driving commerce and marketing effectiveness

## CONNECTED MODEL

- Connected blueprint in key geographical hubs (South Africa, Australia)
- Growth through connection across divisions

# WE DELIVER AMBITIOUS WORK FOR BRANDS

Creatively differentiated.

Channel neutral.

Innovative marketing science.



# HOW CREATIVITY MAKES CENTS

**CREATIVITY**

**MAKES CENTS**

Stevie Archer, ECD, SS+K

# A differentiated proposition, right for this moment

**M&C SAATCHI  
ADVERTISING NETWORK**

As the needs of clients rapidly evolve, we are well positioned to take advantage of these opportunities, despite the headwinds that global economies are facing.



# A ROBUST PLAN TO ACCELERATE GROWTH

A unified global advertising proposition

Brand

People

Creative Ambition

Supercharge growth

**New capabilities**

Creative optimization at scale  
Connections Planning  
eCommerce

**Geographical focus**

North America  
SE Asia  
United Kingdom

**Connected offer**

Significant, cross border engagements

A future fit network model

Higher margin marketing services

Technology enabling connectivity

Streamline middle and back operations

## SMARTS DRIVING SCALE

# IN SUMMARY

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**M&C SAATCHI GROUP**

**THANK YOU**