

HAVAS
Formula

Agency
CAPABILITIES

ON THE ZOOM



TARA REID
CEO, Formula



ADRIENNE CADENA
CEO, Street



EMILY PORTER
President & CMO



Our **WORK**



Yellowstone

To disrupt the national park dialogue (where to go and what to do) Yellowstone Forever, the park's nonprofit, created a conversation around preservation and funding through Yellowstone National Park's first-ever Inheritance Pass.

[Please click here to view this video case study](#)



Jaeger-LeCoultre

To celebrate the timeless design of the Reverso watch, Jaeger-LeCoultre presented The Golden Ratio Musical Show, an immersive light-and-sound show against the backdrop of a water curtain.

[Please click here to view this video case study](#)

A photograph of three women in a garden. The woman on the left, wearing an orange shirt, is holding a teal Merrell sneaker. The woman in the middle, wearing a white tank top, is looking at the shoe. The woman on the right, wearing a white t-shirt, is looking towards the other two. The background is filled with green foliage and colorful flowers.

Merrell

To ignite a movement that compels women to rethink self care, Merrell creates a pop-up shop to remind women that being outdoors can be the greatest way to help.

[Please click here to view this video case study](#)



Who **WE ARE**



WE ARE CHAMPIONS OF *Bravery.*

We believe that today's bravest brands are the ones that challenge conventional thinking and weave wisdom and insights with gut response. They're the ones who subscribe to the fact that brave thinking can only happen when the right team commits to putting the brand in the center of every conversation.

#bebrave

HAVAS
Formula

OUR Brands

HAVAS FORMULA

MEDIA STRATEGY & CORPORATE COMMUNICATIONS

HAVAS STREET

EXPERIENTIAL & ACTIVATIONS

HAVAS FORMULATIN

HISPANIC PR

HAVAS ATTN

DIGITAL & SOCIAL ENGAGEMENT

HAVAS TRUST

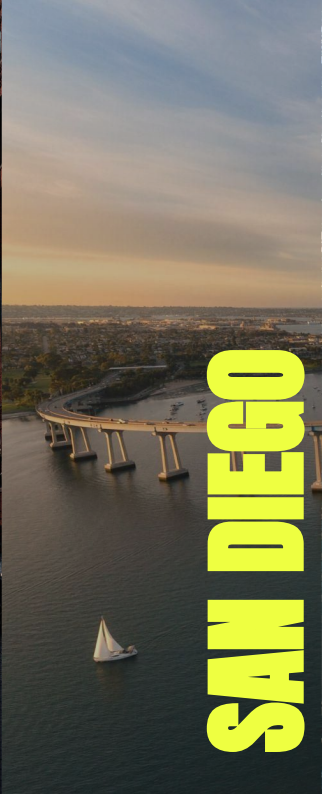
ISSUES + CRISIS MANAGEMENT

HAVAS AMP'D

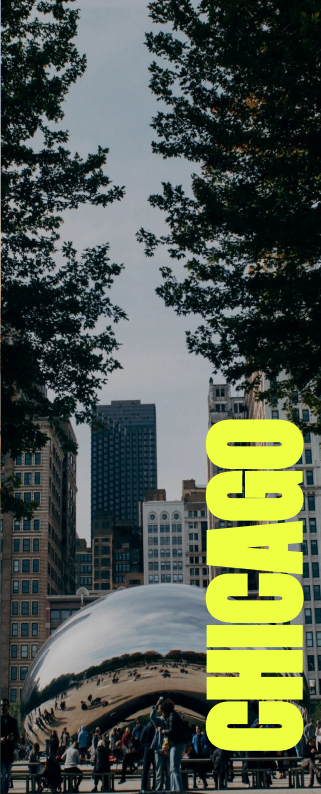
EARNED MEDIA SPECIALISTS



NEW YORK



SAN DIEGO



CHICAGO



LOS ANGELES



MIAMI



DENVER

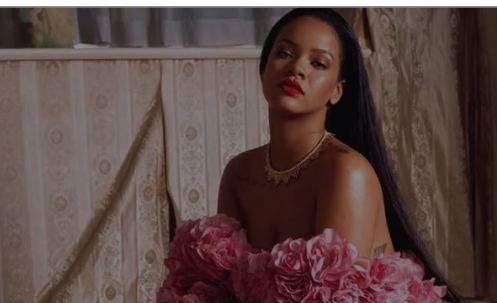
Who **WE ARE**

Founded in 1992

6 offices across the U.S. with nearly 250 Full-time Staff

15% Average YOY Growth with 2022 Revenue of \$34.4M

Subsidiary of Havas



AS PART OF *Vivendi* WE HAVE UNPARALLELED ACCESS TO ENTERTAINMENT AND CULTURE

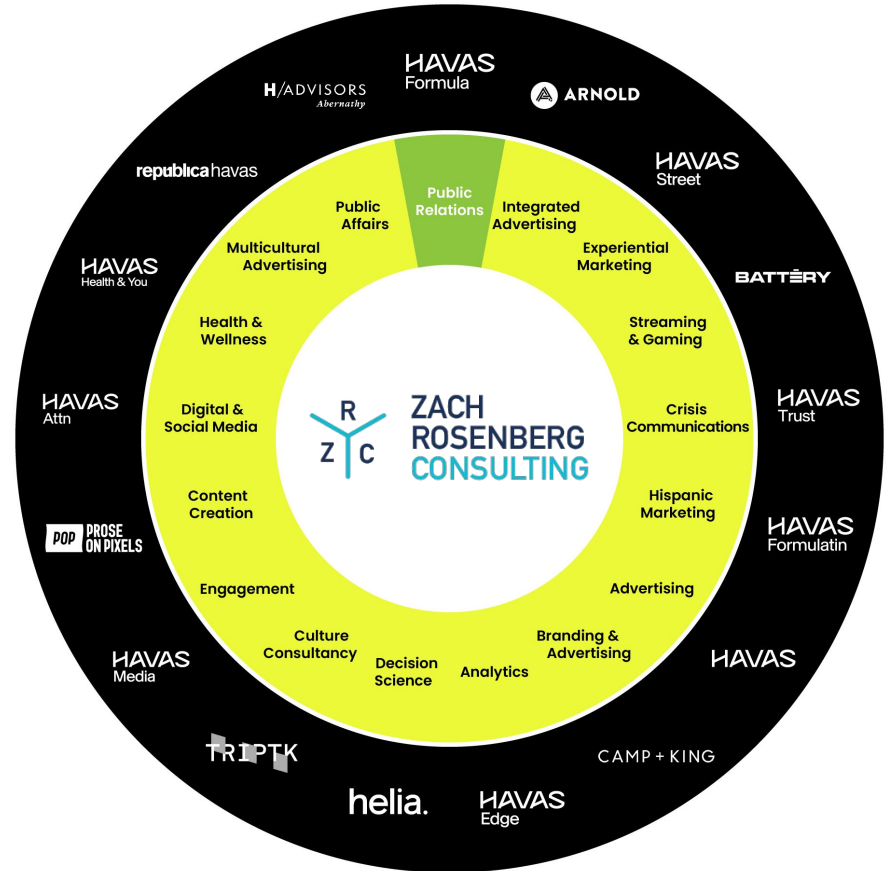
Vivendi is the majority stakeholder of Havas, putting our agencies at the epicentre of entertainment, content, technology, and vertical distribution. Our partners are music labels, gaming companies, live event organisers, TV networks, film studios, and video distribution platforms.

This allows us to provide cultural relevance to all the brands we work with and reinvent the relationship between brands, consumers, and entertainment.



Havas VILLAGE

As part of the Havas Village, Havas Formula has the ability to leverage and partner with sibling agencies that can offer integrated, full-service capabilities across a variety of marketing functions. These include advertising, creative and digital service to offer our clients the very best in practice.



O'Dwyer's
Inside News of PR & Marketing Communications

**Top 25 U.S.
PR Firm**
2023

Hispanic Public Relations Association
iBRAVO!
National Awards

**Most Awarded
Hispanic Agency**
AGENCY OF THE YEAR & MORE
HAVAS FORMULATIN

**PRO
AWARDS**

**Best Diversity
Campaign**
HORNETOS A FAIR SHOT TOUR
2022

**PR
WEEK**

**Top 50
U.S. PR Firm**
2023

 **BULLDOG
AWARDS**

**Best Newsjacking
Campaign**
SMASHBURGER
2022

Forbes

**Best U.S.
PR Firm**
2021

**OUR
AWARDS**

LIFESTYLE



RE/MAX



HEINEKEN



PROGRESSIVE

QSR/ FRANCHISE



QDOBA
MEXICAN EATS



FOGO DE CHÃO

SusieCakes

CONSUMER TECH

Canon

SHURE

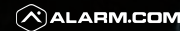
Mixbook
PHOTO CO.

SCHLAGE

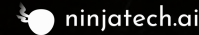
T Mobile

B2B

TRANE
TECHNOLOGIES



Extreme
networks



acosta

FAMILY OF BRANDS



Beam SUNTORY

COX
AUTOMOTIVE



HISPANIC

intuit

MERRELL

Daniels
jewelers



Princesa
MON CHERI

FOOD & BEV



SUN-MAID

KEVITA



Category
EXPERIENCE



What **WE DO**



Public Relations

Contextual CURRENCY

01

CHARACTER

What a brand stands for

02

CULTURE

How to develop contextually relevant behavior in the marketplace

04

COMMERCE

The importance of driving growth for a brand

03

COMMUNITY

The audience the brand wants to reach

Approach

1 BRAND INSIGHTS

Conduct research to gather insights for developing strategy

2 BRAND STRATEGY

Define brand positioning and key messages

3 BRAND EXPOSURE

Outreach to traditional media outlets to secure earned editorial

4 BRAND INFLUENCERS

Utilize third-party experts to drive media coverage and validate proof points

5 DIGITAL INFLUENCERS

Partner with socially-connected influencers to drive brand evangelism

6 SOCIAL CONVERSATIONS

Drive online engagement through digital and social media programs

7 BRAND ACTIVATION

Execute experiential marketing programs to engage consumers

8 MULTICULTURAL PR

Full-service multicultural capability to connect with new and diverse communities

9 BRAND PARTNERSHIPS

Establish co-branding partnerships to reach new and different audiences

10 CRISIS COMMUNICATIONS

Navigate issues and mitigate brand reputation setbacks

HOW WE Report

CUSTOM & PROPRIETARY METRICS

- # of Articles Placed / % Prime Outlets Secured
- Domain Ratings
- Content Analysis
- Reach – Earned Impressions
- Tone & Sentiment
- Editorial Impact (Qualitative Measurement)
- Spokesperson & Brand Share of Voice
- Organic Web Traffic & Click Throughs

SCORECARDS

- Measures traction against agreed upon goals
- Evaluate agency performance, strengths and areas for improvement
- Creates open dialogue around goal setting and ways for working

QUARTERLY REPORTS

- Outline major initiatives completed
- Track progress against KPIs
- Provide earned media highlights in a visual way
- Share snapshot of upcoming programs

PROGRAM RECAPS

- Provide a comprehensive recap report detailing campaign, event or annual program
- Detail metrics and key learnings



Digital

WHAT WE *Offer*

a. Strategic Counsel

Channel audits, competitive analysis, whitepapers, action plans, & playbooks.

b. Attention Capture

Platform-specific video, photo, and graphic content.

c. Media Distribution

Identifying the most effective channels and tactics to amplify creative.

Creative, Channel, & Brand Strategy

Channel & Community Management

Copywriting & Scripting

Graphic, Multimedia, & Web Design

Production & Content Capture

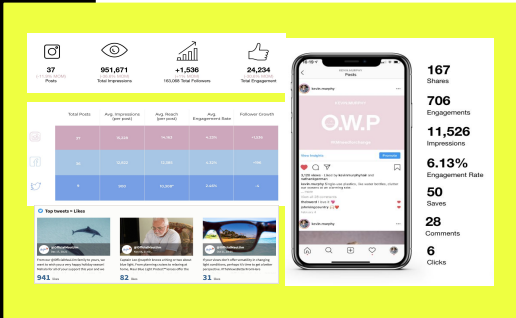
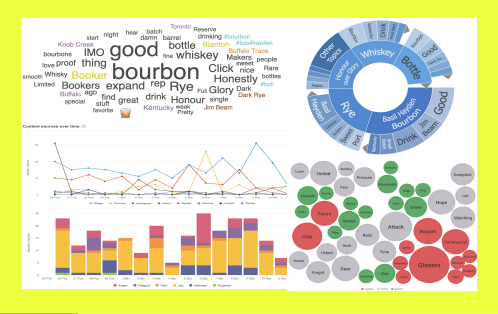
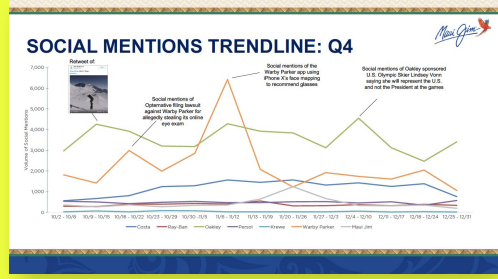
Media Planning & Buying

Influencer Marketing

Reporting & Analytics

Measurement & ROI

Havas ATTN works towards a live, 360 approach, which means we are constantly monitoring, reporting and optimizing content to ensure that we



SOCIAL MEDIA VALUE

- Social Sentiment
- Social Mentions Trendline
- Share of Voice
- Social Impressions, Reach, Views
- Social Engagements
- Conversions

QUALITATIVE ANALYSIS TOOLS

- Brandwatch
- Meltwater

QUANTITATIVE ANALYTIC TOOLS

- In-Platform Analytics (FB, IG, TW, etc.)
- Iconosquare, Hootsuite



Experiential

WHAT We Do



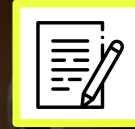
Experiential
Strategy &
Creative



Staffing &
Training



Creative
Design &
Fabrication



Venue/Vehicle
Procurement &
Permitting



Sponsorship
Negotiations/Event
Execution



Logistics,
Production &
Operations



Budget
Management



Reporting & Custom
Online Tools

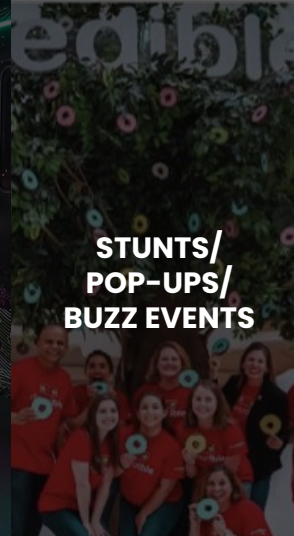
Engagement METHODS



**EVENT
PRODUCTION**



**MOBILE
MARKETING**



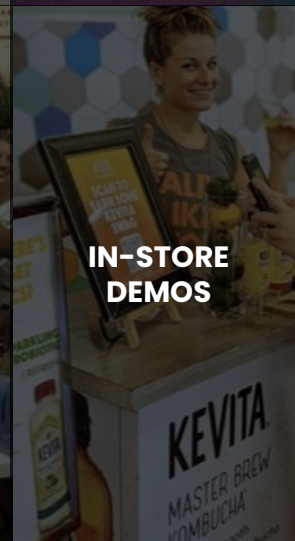
**STUNTS/
POP-UPS/
BUZZ EVENTS**



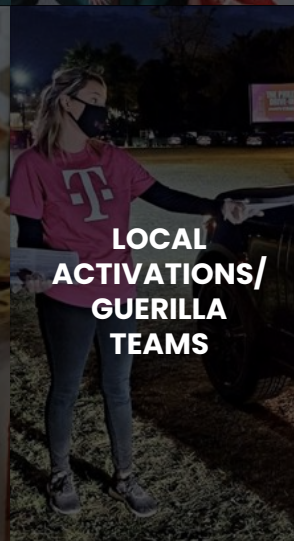
**LARGE SCALE
ACTIVATIONS**



**NATIONAL
SAMPLING
PROGRAMS**



**IN-STORE
DEMOS**



**LOCAL
ACTIVATIONS/
GUERRILLA
TEAMS**



**MEDIA/
VIRTUAL
EVENTS**

HOW WE *Report*

WEEKLY RECAPS

- Develop weekly recaps pulling direct from tools
- Provide analysis including highlights, learnings & consumer response

MARKET SPECIFIC REPORTS

- Granular details about local events & results
- Customize with local teams to ensure they have data shaping future strategies

MONTHLY BUDGET TRACKING

- Ongoing management of executed events vs. allocated (budgeted) events
- Ensures we're maximizing budget & reallocating

PROGRAM END RECAPS

- Provide a comprehensive recap report detailing highlights/results
- Final recap captures key learnings, photos, and qualitative feedback

Q&A

HAVAS
Formula