

# Cheers or no cheers?

Heineken

Creative AOR Chemistry meeting

Cannes Lions Festival  
June 22-23 2022



[www.rthree.com](http://www.rthree.com)

# Agenda



- 1** Background

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- 2** Agenda

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- 3** House Rules

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- 4** Chemistry Meeting Evaluation

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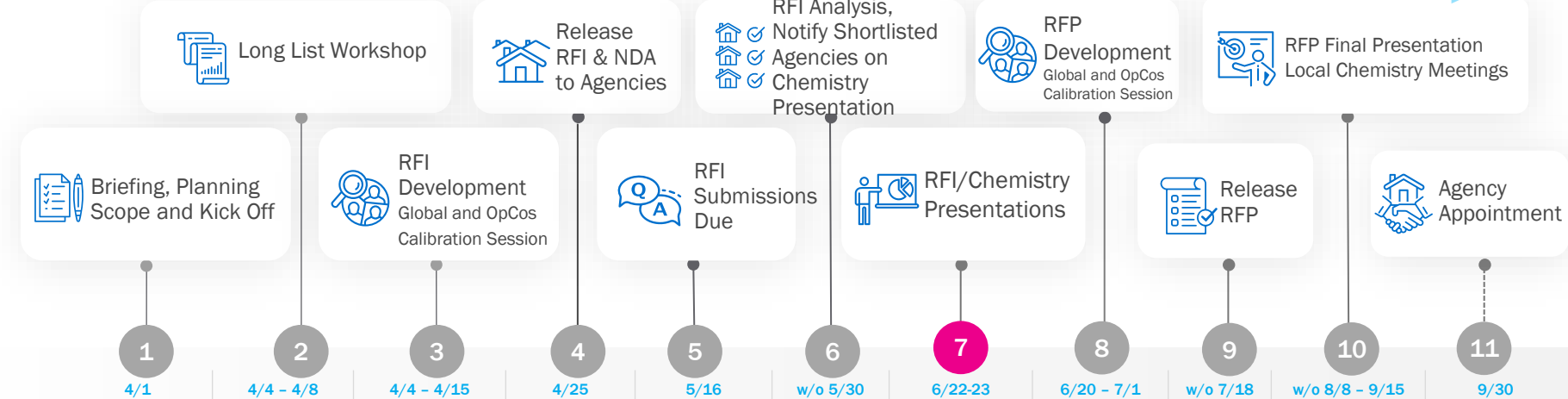
- 5** Agency Profiles for Day 1 & 2



# 1

Background

# Project Milestones & RACI



	<b>1</b> 4/1	<b>2</b> 4/4 - 4/8	<b>3</b> 4/4 - 4/15	<b>4</b> 4/25	<b>5</b> 5/16	<b>6</b> w/o 5/30	<b>7</b> 6/22-23	<b>8</b> 6/20 - 7/1	<b>9</b> w/o 7/18	<b>10</b> w/o 8/8 - 9/15	<b>11</b> 9/30
<b>HNK Working Team</b>	Discuss internal work process and key milestones Discuss use of STUN	Agreement on evaluation criteria, longlist and shortlist	Alignment on briefs for Power Brand and Regional Brands	Share NDA, SOW, MSA  Inform incumbents	Decision on shortlist	Scheduling and Logistics for Chemistry Meetings in Cannes	Live scoring, Decision on RFP finalists (Cannes)	Share business case, Alignment on briefs		Live scoring, Decision on RFP winning agencies	Winning agency announcement and transition
<b>Regional Brands/ Top OpCos</b>			Input on RFI brief		Separate presentation	Maverick Discussion	Separate presentation Alignment on finalist (Virtual)	Input on RFP brief		Separate presentation Alignment on finalists	
<b>R3</b>	Detailed Project Plan & RACI	Development of AOR longlist	RFI, baseline SOW template development	Release RFI, MSA	RFI Analysis presentation	RFI Presentation logistics Scorecard		RFP and SOW development	Release RFP	SOW, MSA Analysis	

# Screening for the Best Agency Partners as Heineken's Creative AOR

## AOR Network Agency Search only

WE'LL START WITH

72

Creative Network Agencies

THEN NARROW DOWN AND  
REACH OUT TO

8-10 AOR agencies, 10-15 Maverick  
agencies, 5-8 Transcreation

... based on the scoring  
criteria for Heineken Needs for RFI

AIMING TO SHORTLIST

3-4 AOR agencies,  
4 Transcreation

...for RFP Presentation

AND FINISH WITH


6

... based on the scoring criteria  
for Heineken for RFP

Total number of  
Reviews we  
need to run



- 2 AOR – 2 Briefs
- 1 Transcreation – 1 Brief



2

## Chemistry Meeting Agenda

# Chemistry Meeting: The First Date

## What to expect and points to note



### Realistic Expectations

- This process is not to look for the right answer to your brief but to understand the agency's thought process and approach



### Respect and Commitment

- Avoid taking calls or working on your gadgets during the workshop.
- Their time is as precious as yours
- Show appreciation – they have invested lots of resources, and only one will be rewarded



### Be Open and Engaging

- Give agencies an opportunity to understand you better.
- Be prepared to bounce ideas and engage agencies actively – like how you would work with YOUR agency.
- You can direct questions to specific individuals




# Chemistry Meeting Schedule – Creative AOR

- Wed (6/22) 9am-1pm CET – 4 Agencies
- Thursday (6/23) 9am -12noon CET – 3 Agencies
- Option to drop if RFI submissions are unsatisfactory

Time	Wednesday 6/22	Thursday 6/23
9 - 9.50am		<b>dentsu</b> creative
10 - 10.50am	<b>BBDO</b>	Ogilvy
11 - 11.50am	<b>Accenture</b> Song	*Incumbent 
12 - 12.50pm	McCANN	



# Chemistry Meeting Agenda for Agencies

	Agenda	Time
	<p><b>Heineken Team Introductions:</b> The Heineken Team will quickly introduce themselves and then hand it over to your team.</p>	<p><b>5</b></p>
	<p><b>Agency Introductions:</b> Attendees should be representative of the actual team who will be assigned to the account should the agency win the assignment, as submitted in the RFI. Be sure to highlight Account, Strategy, and most importantly, the Creative Team.</p> <hr/> <p><b>Agency Topline:</b> Highlight Agency's strengths with this area:</p> <ul style="list-style-type: none"> <li>- Agency's capabilities &amp; unique offerings</li> <li>- DE&amp;I status and vision</li> </ul> <hr/> <p><b>Why Your Agency:</b> In the RFI and subsequent Chemistry Session Briefing Pack, Heineken outlined their current marketing challenges and what is required from their creative AOR partner. Agency to BRIEFLY present proposed:</p> <ul style="list-style-type: none"> <li>- Strategic approach for elevating the creativity of HKN's global and local brands</li> <li>- Ambition for elevating HKN's digital game across their portfolio</li> <li>- Serving model – the blueprint for how the agency would work with global and local teams to meet their various needs</li> </ul> <p>*Please note: All agency presentations will be strictly limited to 30 minutes to ensure appropriate time is left available for a Q&amp;A Discussion.</p>	<p><b>30</b></p>
	<p><b>Open Discussion:</b> The remaining 15 minutes will be reserved for a Q&amp;A discussion. This is not only Heineken's opportunity to better get to know the agency, but this time should also be used by the agency to also ask any initial clarifying questions Heineken's marketing challenges.</p>	<p><b>15</b></p>





## Dave Edwards

### EVP, GLOBAL GROWTH

A graduate of the State University of New York, Dave started his career in Agency Account Management with roles at Ogilvy, MRM and other agencies. It was his move to digital agency R/GA in 2005 where his career truly blossomed. Promoted to a Business Development role in 2012, Dave oversaw one of the most successful agency growth phases in the industry, helping R/GA become a global powerhouse and recognized leader in the industry when it comes to Digital Transformation. Dave joined R3 in 2020 to lead Business Development across the US, Europe and on our global clients. Connect with Dave on LinkedIn [here](#).

[Dave@rthree.com](mailto:Dave@rthree.com)  
+1 917-412-9716



## Martha Evans

### GROWTH MANAGER, EMEA

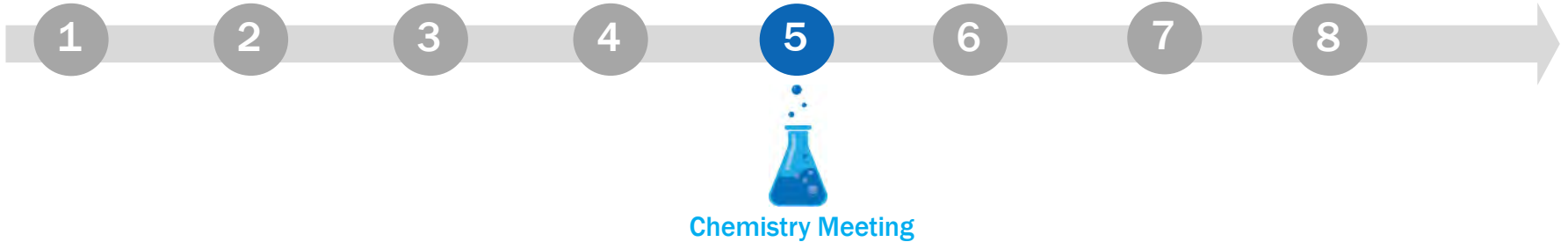
Having joined R3 in 2020, Martha is our first Business Development and Marketing representative based in Europe. Carrying her knowledge developed as a graduate at Accenture in the Marketing department into Business Development. She worked as an Account Manager in a boutique consultancy which focused heavily on lead generation for creative, digital and communications-based agencies. Applying her keen interest in brands and business strategy, introducing an Amsterdam-based digital agency in to the UK market and furthering London-based content agency's hold in the UK connecting them with some of the biggest brand names. She moved client-side thereafter where she shaped the pipeline and identity of a content specialist which has become a prominent player in the agency scene. Connect with Martha on LinkedIn [here](#).

[martha@rthree.com](mailto:martha@rthree.com)  
+44 (0) 78910 85064



# 3 House Rules

# Chemistry Meeting House Rules - Heineken



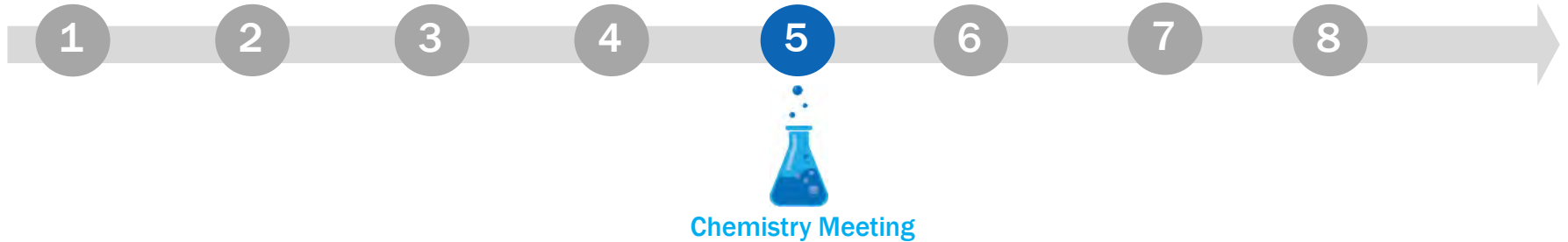
## Heineken's Role

- The RFI analysis was purely based on their submission of past work
- We need to get a **sense of the real agency**, not just based on submissions and key contacts.
- Make it an **interactive session** - pose lots of questions to the Agencies
- This is not strictly on performance but also on their **chemistry and ability to communicate**
- **Probe on the case studies** presented
- You can **ask questions to specific individuals**
- Observe how they **communicate as a team and as individuals**
- Find out more about their **experience, set-up, team structure, key roles**
- Most importantly, have a sense of whether they have a **passion for our business**, and if they are able to effectively engage and communicate with you
- **Score as you go along, but feel free to calibrate later. Please duplicate tab and label with your name.**

## R3's Role

- **An info kit and score sheet** will be distributed to all attendees before the sessions
- Live scoresheet will be emailed and also placed on the **Heineken's SharePoint drive.**
- R3 will keep time to ensure you get the most out of each agency
- R3 will receive, review and tabulate scores immediately after each meetings

# Chemistry Meeting House Rules - Agency



## Agency's Role

### Robustness of Strategic Response

- Demonstration of agency's thought process and strategic thinking
- Response will need to be based on robust rationale and data-backed insights
- Integrated thinking and media neutral ideas
- Solutions have to be innovative yet implementable
- Method of conducting the workshop, focusing on how agency garners and responds to the Pitch Challenge
- Open dialogue and interaction with the clients is encouraged.

### Team Suitability & Dynamics

- Core team to lead the presentation and Q&A session
- Every individual should have a clear role
- Ensure that there is ownership of ideas & involvement of every team member
- Suitability of the ways of working with Heineken
- Interaction amongst the team members, and with Heineken



# 4

## Chemistry Evaluation Scorecard

# Live Chemistry Score Card



**Agency  
Presentation**  
30%

- Presented a clear and compelling agency proposition and offering.
- Asked insightful questions about the Brand and/or Assignment that revealed strong strategic thinking.
- Expressed a clear understanding of the Alcohol / NoLo category and Heineken's Objectives.



**Collaboration**  
30%

- Engaged and communicated well with Heineken and was a good cultural match. Presented a strong collaborative spirit and philosophy.
- Team members demonstrated healthy dynamics and competency without over reliance on any particular individual.
- Demonstrated eagerness for the business and a commitment of resources.
- Demonstrated an agile and nimble way of working



**Chemistry**  
40%

- I can't wait to see what they'll come up with.
- Their passion and excitement about the category and Heineken is obvious and contagious.
- I really want to work with these people- I genuinely like them

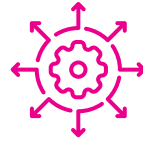


# What you need to look out for



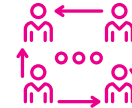
## Agency Credentials

- Don't look for the right answer or the "Winning" idea, evaluate how they think
- Is their response strategic rather than tactical?
- Is their perspective backed by robust insights and data?



## Collaboration and Ways of working

- Does their serving model meet your need?
- Have they casted a Core team with relevant skills and experience?




## Team Suitability & Dynamics

- Do they come across as an integrated team?
- Is there over-reliance on one person?
- Do they have the right cultural fit with Heineken?
- How do they respond when challenged?
- Do they pose questions?

# Live Chemistry Score Card

		VMLY&R		8800					
		SCORE	COMMENTS	SCORE	COMMENTS				
<b>AGENCY &amp; PRESENTATION</b>		1 to 10		1 to 10					
<p>Presented a clear and compelling agency proposition and offering</p> <p>Expressed a clear understanding of the Alcohol / NoLo category and Heineken's Objectives.</p> <p>Demonstrated innovative strategic consideration ( Original , out of the box thinking and problem solving approach)</p> <p>Exhibited original creative consideration, connected to cultural momentum and shifts, thinking of consumer centric E2E experience vs traditional Advertising mindset</p> <p>Demonstrated a clear understanding of Futurist Mentality / Digital first environment ( how to remain competitive within an Insurgent environment)</p> <p>Answered and asked insightful questions about the Brand and/or Assignment that revealed strong strategic thinking</p>	30%								
		<b>COLLABORATION</b>		1 to 10		1 to 10			
		<p>Engaged and communicated well with Heineken and was a good cultural match. Presented a strong collaborative spirit and philosophy.</p> <p>Team members demonstrated healthy dynamics and competency without over reliance on any particular individual.</p> <p>Demonstrated eagerness for the business and appropriate commitment of experienced resources.</p> <p>Demonstrated an agile and nimble way of working, a symbiotic and complementary approach with our team and process ( both operational and creative )</p>	30%						
				<b>CHEMISTRY</b>		1 to 10		1 to 10	
				<p>I can't wait to see what they'll come up with.</p> <p>Their passion and excitement about the category and Heineken is obvious and contagious.</p> <p>I really want to work with these people- I genuinely like them</p>	40%				
<b>TOTAL SCORE</b>	100%	100%	100%			100%			



Day #1  
June 22, Wednesday

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10 - 10.50am		
11 - 11.50am	<b>Accenture</b> Song	
12 - 12.50pm	McCANN	

Company	VMLY&R
Ownership	WPP
Website	www.vmlyr.com
Headquarters	Kansas City
Founded	2005
Headcount	7,000



Jon Cook,  
Global CEO

The first global healthcare agency focused on Rx specialty pharmaceutical companies who are researching and developing breakthrough therapies. They partner with our clients to transform innovative therapies into valued solutions, offering world-class brand building, experience marketing and healthcare-specific expertise. They harness creativity, technology, and culture to create connected brands that drive value for clients and touch lives around the world through looking at Brand Experience and Customer Experience.

### Cases & Highlights

[VMLY&R creates global healthcare agency for innovative pharma companies](#)

[Vmly&r recognized for effectiveness](#)

[Unseen ballet - Dell](#)

### Key Clients



Pending, capped at 8

# Agency Case Studies and POVs Highlights

## VMLY&R Case Study

“A radical shift from a product-obsessed company to a people-obsessed one. The breakthrough moment uncovered that “optimism is more than a feeling... it is actually a choice that empowers us to take action”.”

**Colgate**

### A Globally Scalable Idea That Engages Consumers at the Speed of Culture Locally

**Click here to watch | Europe**  
We supported those who were smiling against the odds with the 1 smile campaign (10000 passwords smile2022)

**Click here to watch | Africa & Eurasia**  
We championed those who get out of optimism and bring smiles to others in the Smile Stories campaign (10000 passwords smile2022)

**Click here to watch | UK and France**  
We have shown that smiles Always Find a way (10000 passwords smile2022)

**Click here to watch | France**  
We challenged the perception that winnies are a bad thing saying that they are a sign 'A Lifetime of Smiles'

**Click here to watch | UK and France**  
We mapped the brands that have smiles in their ads

**Client/Brand:**  
Colgate-Palmolive  
Commonwealth  
Walmart  
L'Oréal  
Unilever

**Responsible Office:**  
5 Centres of Excellence  
London, New York, Toronto  
City, Paris, Hong Kong, Mumbai

**Key Markets:**  
200+ Markets Across  
North America, LATAM,  
Europe, ANZ and APAC

### Keeping Wendy's Fresh Goes Way Beyond the Beef

**Wendy's Social Media**  
Wendy's is the leading brand in the fast-food industry, with a strong presence on social media. We helped them create a social media strategy that resonated with their target audience and drove engagement.

**Wendy's Content**  
We created a content strategy that focused on showcasing Wendy's products and services in a way that was both informative and entertaining. This helped to build a strong brand identity and increase customer loyalty.

**Wendy's Campaign**  
We launched a campaign that focused on promoting Wendy's products and services in a way that was both informative and entertaining. This helped to build a strong brand identity and increase customer loyalty.

**Wendy's Brand**  
Wendy's is a leading brand in the fast-food industry, with a strong presence on social media. We helped them create a social media strategy that resonated with their target audience and drove engagement.

**Wendy's Content**  
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**Wendy's Brand**  
Wendy's is a leading brand in the fast-food industry, with a strong presence on social media. We helped them create a social media strategy that resonated with their target audience and drove engagement.

## Highlights

- ✓ VMLY&R's Culture Studio™ for global insight that can be scaled, ability to leverage partnerships with industry experts, optimism guru, Matt Pepper.
- ✓ Internal workshops engagement of bringing together stakeholders from around the world with the central, global and local teams to align on strategy
- ✓ Ability to scale strategy across the global, with subtle nuances for market relevance for brand consistency - "Global as Possible, Local as Necessary"

## Watch Outs

- ✗ Traditional execution, but has shown ability to execute creatively; Wendy's campaign has a much more innovative digital approach. In frozen world in video games, partnership with Google search, community management chats for deeper consumer experiences

# Agency Case Studies and POVs Highlights

## VMLY&R POV

*“Creative excellence requires a common language and understanding. We believe creative excellence is connected (emotionally, experientially, culturally), groundbreaking, exceptional, purposeful and effective.*

*Creativity isn’t an end result, but a way of working that unlocks new possibilities at every step. We surround our creative teams with proprietary tools and processes such as Strategic Studios and Connections that gather insights globally and locally, define brands globally, and activate them with local market impact.”*

### Our Point of View

<p><b>YOU ASKED:</b></p> <p><b>1</b> How to deliver creative excellence and cultural relevance while also ensuring the campaign and big ideas can scale without compromising creative consistency</p> <hr/> <p><b>2</b> What are your ways of working when campaigns need to be executed globally? Eg. how do you gather local market insights? Check cultural sensitivities? Do you provide a local fix adaptation? Are markets allowed to think into the toolkit before to finalise? Any other kind of resistance?</p> <hr/> <p><b>3</b> Do you have an existing partnership network who you rely on for global transcreation? Which regionalities are these partners based in?</p>	<p><b>WE ANSWERED:</b></p> <p>Creative excellence requires a common language and understanding. We believe creative excellence is connected (emotionally, experientially, culturally), groundbreaking, exceptional, purposeful and effective. We have a common scorecard that is consistent throughout our teams globally.</p> <hr/> <p>Creativity isn't an end result, but a way of working that unlocks new possibilities at every step. We surround our creative teams with proprietary tools and processes such as Strategic Studios and Connections that gather insights globally and locally, define brands globally, and activate them with local market impact.</p> <hr/> <p>We understand you need an agile partner to execute with efficiency. Hogarth – our global production and transcreation team with 56 offices globally and more than 120 languages – approaches production and transcreation holistically. We employ teams of creators, writers, producers, and editors who quickly capture and produce the right content. These talented individuals are equipped to handle your breadth of production needs – everything from broadcast production to product shots to full transcreation.</p>
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## Highlights

- ✓
Insight driven approach for globally relevant and culturally significant work with Strategic Studios and Connections that gather insights to define brands globally, and activate them with local market impact.

## Watch Outs

- ✗
Theoretical. Not a lot of specificity on global-local orchestration, except for partnership on transcreation (with Hogarth), although WoW is demonstrated well with key internal meetings in Case Studies



Company	BBDO
Ownership	Omnicom
Website	<a href="http://www.bbdo.com">www.bbdo.com</a>
Headquarters	New York
Founded	1891
Headcount	15,000

**BBDO**



Andrew Robertson  
President & CEO - BBDO

BBDO is the biggest of the three main advertising networks in Omnicom's portfolio. The group has long held a commanding position as one of the world's most prestigious networks. It is among the top two or three worldwide advertising networks in terms of creativity, geographic spread and general reputation, and has delivered consistently high performance for many years. That consistent performance is due in no small part to a long-serving senior management team, and the handover to the latest generation of leaders has for the most part been handled skillfully and smoothly. Most of what were once several satellite marketing services networks have been absorbed back into the main agency or into other Omnicom businesses.

Cases & Highlights

IKEA stain  
BBDO zagreb

Lays office vultures  
BBDO atlanta

Mars inc.You can do it all  
Amv bbdo

Key Clients



Pending, capped at 8

# Agency Case Studies and POVs Highlights

## BBDO + Snickers: You're Not You When You're Hungry



### Highlights

- ✓ Stellar, long-lasting (12 years) insight that is truly universal.
- ✓ Great application across key cultural moments (Super Bowl, Olympics, etc.).
- ✓ Strong application of insight and creative application across various digital channels, especially the personalized Spotify Hunger Spotter, clever ""Get One for the Price of Two"" banner ads, and the data-driven Hunger-ithm, which led to a 67% sales increase in AU.
- ✓ Strategically connected all the world's good (post 2020) to the brand, which was further amplified by fan engagement.

### Watch Outs

- x Strong digital executions, but not the case study did not represent a truly integrated, omni-channel experience.

# Agency Case Studies and POVs Highlights

## BBDO POV



*“We believe in the power of universal human insights, enhanced by local cultural understanding. Our global strategic planning process, **BBDO Works**, is designed to help us understand individuals and their similarities, differences and deep motivations to take action. Using this process, we can uncover globally resonant Foundational Ideas for Heineken’s brands that can flex to drive cultural relevance and business impact on a global scale.”*

### Highlights

- ✓ Strong structured approach to developing global ideas that are locally relevant - including the WorkOut process, which puts theory into actual practice.



Company	Accenture Interactive
Ownership	Accenture
Website	<a href="http://www.accentureinteractive.com">http://www.accentureinteractive.com</a>
Headquarters	New York
Founded	1989
Headcount	6,169



David Droga  
CEO & Creative Chairman at  
Accenture Interactive

Accenture Interactive connects deep human and business insights with the power of technology to define and deliver new realities. Experiences that can make lives easier, healthier, safer, and rewarding. At Accenture Interactive, we're reimagining business through experience.

Cases & Highlights

[THE BRITISH ARMY](#)

[AURIS HEALTH - Revolutionizing endoscopy](#)

[VELUX - Let the daylight in](#)

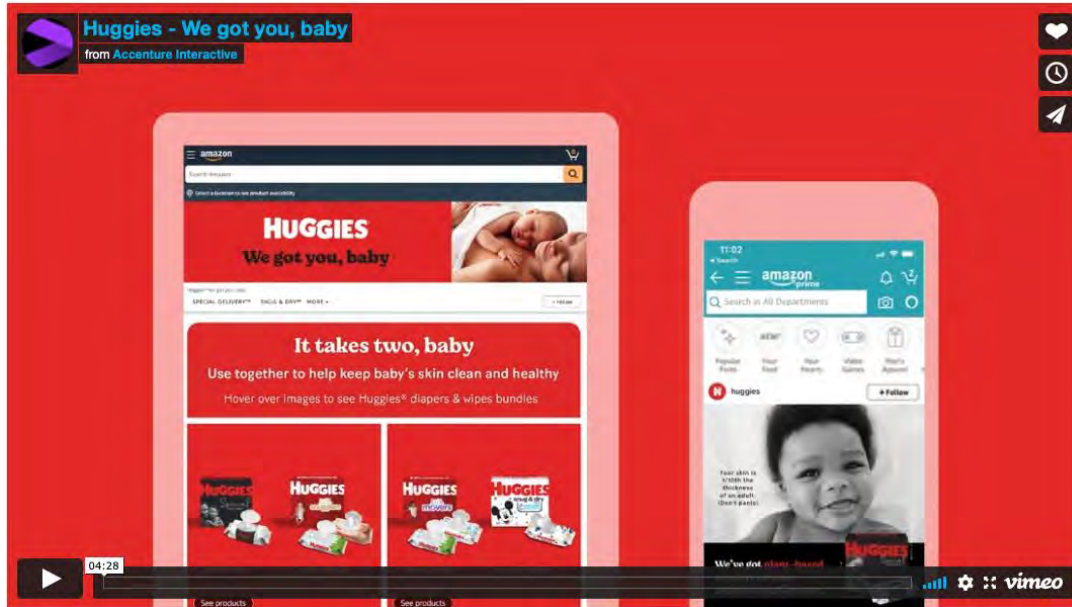
Key Clients



Pending, capped at 8

# Agency Case Studies and POVs Highlights

Accenture Song + Huggies: We Got You, Baby



## Highlights

- ✓ Total rearticulation of the brand from logo and brand fonts
- ✓ Strong, omni-channel strategy with consistent application across all touchpoints
- ✓ Good use of data-driven email journeys
- ✓ Agile, real-time content creation

## Watch Outs

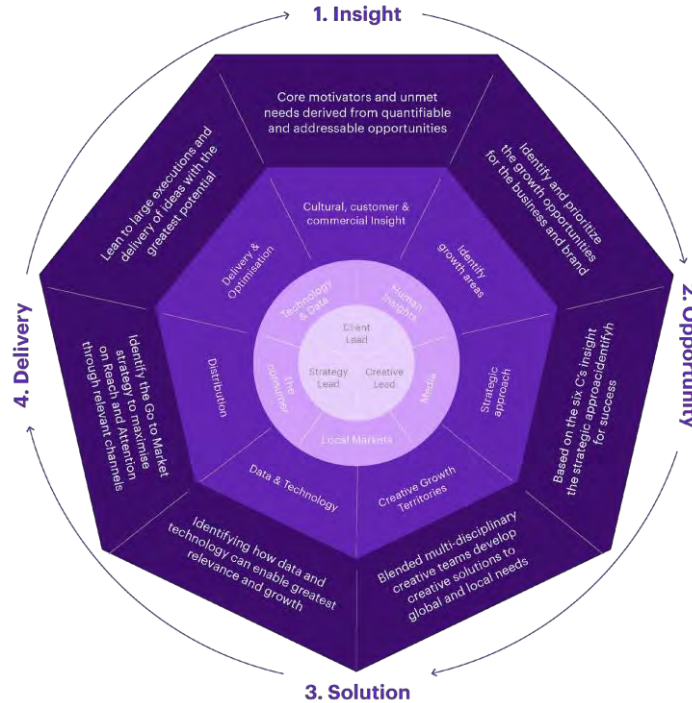
- ✗ While the insight, is globally applicable, the case study did not highlight how it was globally applied.

# Agency Case Studies and POVs Highlights

## Accenture Song POV

Consistent creative excellence and cultural relevance in today's world demands a different operating model. We place great emphasis on working with our clients to make sure core structures, teams and processes close the gaps of the time-consuming and baton-passing systems and relationships of old.

In our drive to work in service of a digitally-dependent world, to always create ideas and content that works lockstep with how consumers now live their lives, we work from a proven 4-step process: 1. Insight, 2. Opportunity, 3. Solution, 4. Delivery.



## Highlights

- ✓ Process includes mining 6 perspectives – Culture, Consumer, Category, Company, Citizenship, & Connections – to drive relevant insights.
- ✓ Large interconnected global production network

## Watch Outs

- ✗ Very generic descriptions of their ways of working; did not offer any differentiating competitive factor.



Company	McCann
Ownership	IPG
Website	www.mccann.com
Headquarters	New York
Founded	1912
Headcount	14,700



Chris Macdonald  
Chairman & CEO of  
McCann

- McCann keeps investing in top talent in its biggest hubs and markets
- McCann has had some strong years winning new accounts in specific markets
- Won Adweek's Global Agency of the Year in 2019, for the first time in two decades
- a #1 WARC Top 100 Agencies 2020 NY, #3 for Network, multiple WARC Rankings in region and
- a #5 Cannes Lions Network of the Decade 2020, #7 Cannes Lions Agency of the Decade

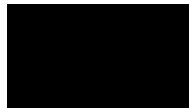
## Cases & Highlights

[McCann Worldgroup and BBDO New York and among big winners of 24th Annual Webby Awards](#)

[Rob Doubal and Laurence Thomson in top creatives of the year](#)

[McCann recognised by The Drum World Creative Rankings 2020](#)

## Key Clients



verizon



Pending, capped at 8

# Agency Case Studies and POVs Highlights

McCann + L'Oreal Paris: *Because You're Worth It*

McCANN



## Highlights

- ✓ Long-term (since 1972) and very successful partnership.
- ✓ Strong business growth (16.1%) over the past year.
- ✓ Helped create and nurture true brand purpose that permeates all of today's work.

## Watch Outs

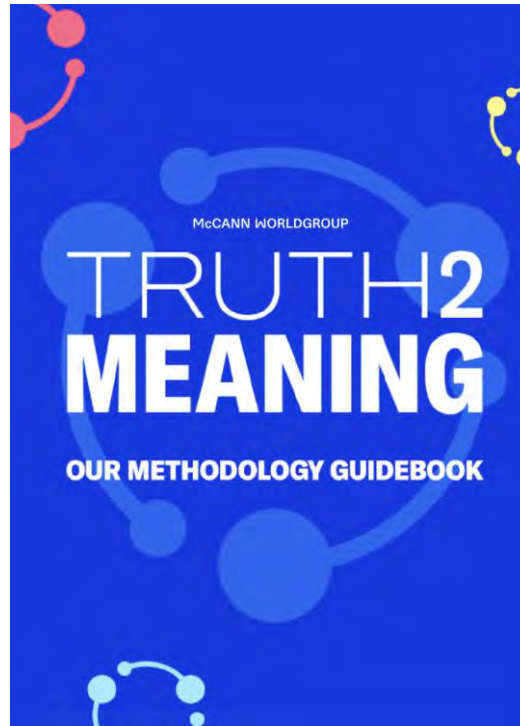
- x Strong claims of digital (OLV/social) performance, but the case study did not showcase how the campaign was brought to life across other channels.

# Agency Case Studies and POVs Highlights

## McCann POV

McCANN

*In addition to setting the right model, we have a singular operating system across our global organization that drives our process – **Truth 2 Meaning (T2M)**. We fundamentally believe that strong collaboration and communication throughout the strategic process is critical to unearthing opportunities for growth. This system is designed to unearth powerful truths and deliver holistic strategies that define a meaningful role (your North Star), informing marketing decisions across the consumer journey. It's an ever-evolving operating system and toolkit that provides our people with access to the very best data resources, tools, and processes across the globe.*



### Highlights

- ✓ Offers a variety of Global Models based on their various Global Clients' needs.
- ✓ Ensures consistency in internal ways of working globally (everyone speaks the same process language).
- ✓ Strong production hubs and agile transcreation

### Watch Outs

- x Lacking detail into the specific ways of working

Three blue geometric shapes, resembling stylized polygons or crystals, are arranged vertically on the left side of the slide. The top shape is a small, irregular polygon. The middle shape is a larger, more complex polygon with several sides. The bottom shape is a smaller, irregular polygon, similar in style to the top one.

**Day #2**  
**June 23, Thursday**

# Chemistry Meeting Schedule – Creative AOR

- Wed (6/22) 9am-1pm CET – 4 Agencies
- Thursday (6/23) 9am -12noon CET – 3 Agencies
- Option to drop if RFI submissions are unsatisfactory
- **Venue:**

Time	Thursday 6/23	Heineken's Question to Agency
9 - 9.50am	<b>dentsu</b> creative	
10 - 10.50am	<b>Ogilvy</b>	
11 - 11.50am	*Incumbent 	



Global Chief  
Creative Officer

Company	dentsu
Ownership	dentsu
Website	www.dentsu.com
Headquarters	New York, NY
Founded	2002
Headcount	833+

Dentsu is a global creative agency delivering idea-led brand transformation. We are a next generation global creative agency with 4,000 creative minds in 20 global markets. Dentsu delivers creative expertise and innovative global solutions for clients, applying big platform thinking to bring ideas to life and deliver world-class creative solutions to meet consumer touch points and work across geographies, cultures, and channels.

Cases & Highlights

[Coca Cola - Chimney](#)

[Asahi - Discovery is Calling](#)

[Heinz Beanz Names  
DentsuMB UK as Creative  
Agency](#)

Key Clients



Pending, capped at 8



# Agency Case Studies and POVs Highlights

Dentsu Creative + Coca-Cola: *Real Magic*

**dentsu** creative



## Highlights

- ✓ Large scale execution across 90+ markets

## Watch Outs

- ✗ Limited to Christmas (both the time period and those that celebrate the holiday and its traditions); not as globally applicable as other cases
- ✗ Earned social mentions are not the same as a thoughtful social engagement strategy
- ✗ No omnichannel (or any significant digital) components

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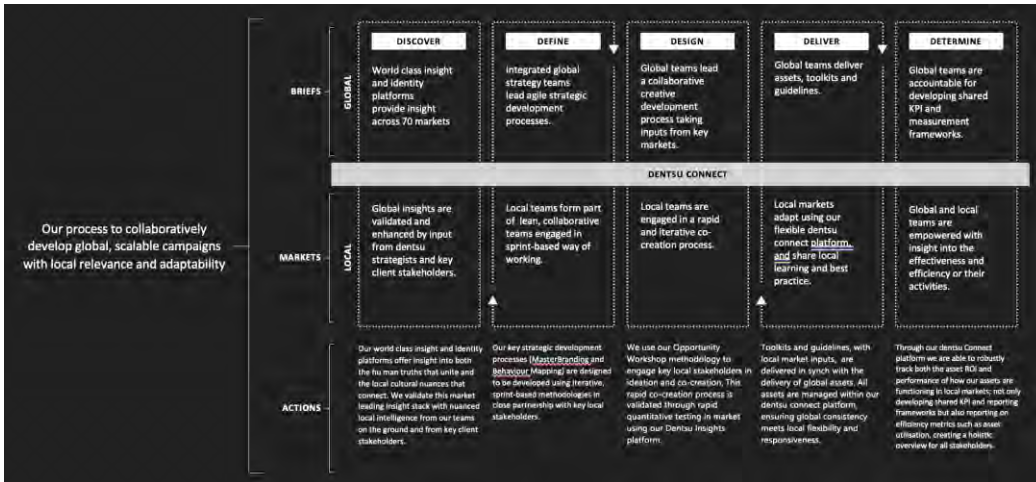
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# Agency Case Studies and POVs Highlights

## Denstu Creative POV

“Dentsu’s approach to **Modern Creativity** creates ideas that are big enough to live anywhere, bold enough to carve new executive territory, rich enough to connect personally with millions. Modern Creativity creates culture, changes behaviour, invents the future. To do so, it is rooted both in the power human truths that connect us around the world - in big, organising strategic ideas - and in the vital local understanding of customer pain points and cultural tensions that will help us drive true local relevance and meaning.”



## Highlights

- ✓ Working teams to include Experience, Earned, & Entertainment specialists.
- ✓ Creative Council and Modern Creativity Scale can be pivotal in driving great globally-applicable work.
- ✓ Strong use of technology & data to bring global and local insights to light.



Company	Ogilvy
Ownership	WPP
Website	<a href="http://www.ogilvy.com">www.ogilvy.com</a>
Headquarters	New York, NY
Founded	1948
Headcount	13,700 – 14,350



Andy Main  
Global CEO for Ogilvy

a CLIO Awards 2021 Agency Network of the Year, 4 Grand Clios, 12 Gold, 30 Silver, 29 Bronze and 37 Shortlists

### Cases & Highlights

[Ogilvy Appoints Kate Cronin to Global Role as CEO of Ogilvy Health](#)

[How Can Chinese Brands Achieve Global Ambition?](#)

[Ogilvy adopting a more agile way of working](#)

[KDDI's au 5G Partners with Netflix to Transform Shibuya into a Mixed Reality Entertainment Showcase](#)

### Key Clients



Pending, capped at 8

# Agency Case Studies and POVs Highlights

Ogilvy + Unilever/Dove: *Reverse Selfie*

Ogilvy



Retouching her face also crops her confidence.

This is a representation of how far retouching apps can distort beauty. Harmful and readily available, 80% of girls are already using them by the age of 13. It's no wonder their perception of beauty and their self-esteem are so distorted. Help reverse this damage. Download our new Social Media Confidence Kit. [Dove.com/confidence](http://Dove.com/confidence)



Let's **Change** Beauty

## Highlights

- ✓ Great insights made for great executions, which led to great results.
- ✓ Long term and very successful partnership; clearly been impactful in growing the brand.

## Watch Outs

- ✗ Lacked any sense of digital excellence or omnichannel strategy.
- ✗ Case Study was a little too high level; would have preferred to see more of the details of all the ways the campaign has been brought to life.

# Agency Case Studies and POVs Highlights

## Ogilvy POV

*“We believe creativity and innovation are a powerful competitive advantage and the fastest route to sustainable brand growth. At Ogilvy, this is realised by unlocking the power of **Borderless Creativity** - operating, innovating, and creating ideas at the intersection of talent, geographies and capabilities.”*

**POV**

### How do we do it?

- 1 Our global mindset**  
The hubs are home to multilingual, multinational teams with vast local and global planning experience.
- 2 World class specialist expertise**  
With our leadership, investment, analytics, research and digital expertise already centralised, we help clients to address truly global challenges and deliver transformational solutions.
- 3 Best-in-class work can come**  
From anywhere in the Network. Sharing and collaborating as a single team is vital and never stops. It helps to raise the bar for every hub and market globally.
- 4 Collaboration with platforms**  
As part of WPP, the biggest spender with all key platforms including Google, LinkedIn, Facebook, Twitter and Amazon, we can co-create bespoke client solutions on a global scale and drive innovation. Ogilvy are also Adobe, Microsoft and Salesforce Platinum Partners.
- 5 One connected team, many markets**  
Our teams across 88 markets use one consistent Operating System and planning approach. These tools in combination with Teams enable us to streamline communication and disseminate insights, best practice and big ideas at speed.

## Highlights

- ✓ Highlighted a number of proprietary tools leveraged to understand consumers and mine for insights.
- ✓ Clear articulation of what capabilities (copywriters & sound studios) are NOT inhouse with strong rationale for why.
- ✓ Leverages a “cultural check-in” process called Native Insight to provide reports on local adaptability.

## Watch Outs

- x Not a lot of specificity of tools or process.

Company	Publicis Worldwide
Ownership	Publicis Groupe
Website	www.publicis.com
Headquarters	Paris, France
Founded	1926
Headcount	16,000



Valérie Henaff,  
GLOBAL PRESIDENT,  
PUBLICIS  
WORLDWIDE

Publicis Worldwide is a part of the creative agency solution hub, Publicis Communications, which is a part of Publicis Groupe. They believe that this era demands a combination of strategy, creativity and technology to enable our clients to Lead The Change in their own marketing transformation. We provide global solutions from brand reputation to commerce combining the MSLGROUP and Nurun networks.

### Cases & Highlights

[Singapore creative output stands out for Publicis Worldwide](#)

[Publicis Worldwide shuts down one of its Bengaluru divisions](#)

[BBH and Publicis Worldwide integrate in India](#)

### Key Clients





Pending, capped at 8

# Agency Case Studies and POVs Highlights

Publicis + Diesel: *Enjoy Challenging Conformity*



## Highlights

- ✓ Unconventional tactics helped drive creative breakthroughs
- ✓ Not quite Omnichannel per se, but activations spanned everything from product innovations to unique colabs, loyalty programs, experiential stunts and more.
- ✓ Took pride in losing followers due to its public support of Pride).

## Watch Outs

- ✗ The “data-driven” insight was a bit muddy. It felt more like post-creative idea rationalization.

# Agency Case Studies and POVs Highlights

## Publicis POV



“Getting through to consumers on our terms becomes increasingly difficult. Not only are we losing ownership of our brands, but we are also grappling with people who stop listening to us. The only way for brands to lead moving forward is to enrich people’s lives, so that they decide that they want us there.

*This is the Ambition of Creative Excellence.”*



## Highlights

- ✓ Data-Centric Approach to Creative Excellence.
- ✓ Data & Culture Lab operates as hub and spoke model staffed with a multi-lingual international team
- ✓ Strong POV on ways of working to capitalize on Local to Global & Global to Local nuances
- ✓ Strong Transcreation network

## Watch Outs

- x Why hasn't this model been leveraged previously? What was the barrier to implementation?



# Thank You!

Greg Paull

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[www.rthree.com](http://www.rthree.com)



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