

Havas Media boosts brand engagement offer - acquires *ignition*

LONDON, US / PARIS, FRANCE: Havas Media, one of the world's leading media groups, has announced a further expansion of its Havas Sports & Entertainment operations with the acquisition of *ignition*, an award winning, independent experiential marketing agency with offices in the USA, London and Moscow.

The acquisition forms part of Havas Sports & Entertainment's strategy to up-weight its global brand engagement offer, particularly in the run up to the London 2012 Olympic and Paralympic Games and the 2014 FIFA World Cup Brazil.

The *ignition* brand will join the Havas Sports & Entertainment and Cake Group agencies in delivering experiential campaigns in markets complementary to the network's existing local footprint, which now spans 34 offices in 20 markets. With *ignition*'s headquarters and strongholds in Atlanta and New York, the move will significantly increase Havas Sports & Entertainment's capabilities in the US.

ignition's delivery of large-scale, event-led brand engagement campaigns and leadership in sustainable experiential marketing will also complement Havas Sports & Entertainment's current branded content, social media, sponsorship consulting, PR, brand experience and research offers.

Along with synergies in location and expertise, *ignition* also adds an attractive, long-retained client base with brands such as American Express, BP, Delta Air Lines, ESPN, Kia, United Nations Foundation, Victoria's Secret and The Coca-Cola Company (with whom it holds a 'global partner' status).

ignition will continue to be managed by Mike Hersom, current *ignition* president, alongside Cindy-Ann "CA" Hersom, CMO, and Dill and Susan Driscoll, the original founders. Hersom will report into Havas Sports & Entertainment's global president and CEO Lucien Boyer.

This move is part of Havas' acquisition strategy to both develop and expand core areas of expertise and to target entrepreneurial, innovative forward-looking agencies that use creativity and technology to develop better relationships between consumers, brands and their wider communities.

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