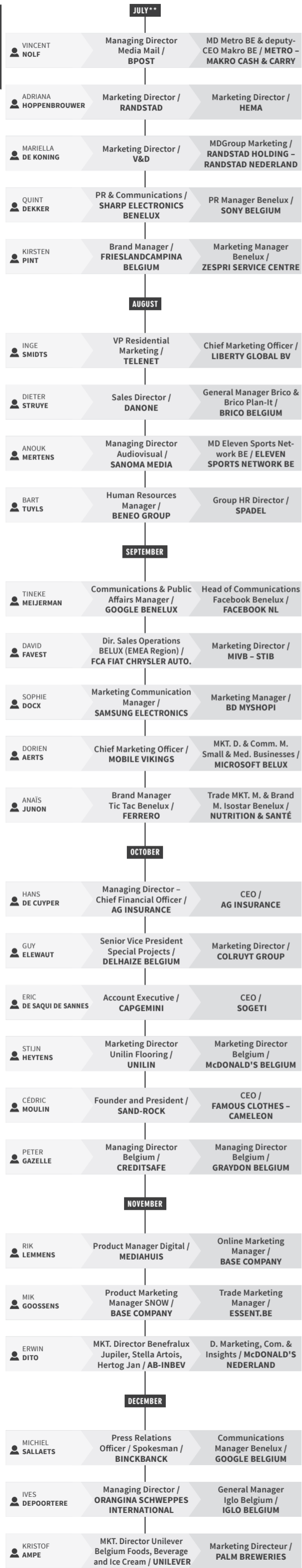
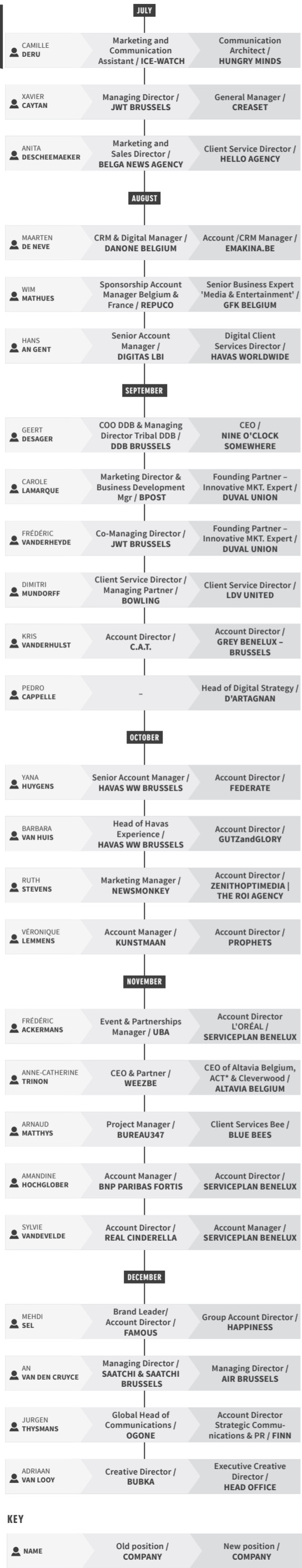


ADVERTISERS



AGENCIES



BELGIAN AGENCIES ACCOUNT-WINS BY TYPE OF PITCH

Table with columns: NEW AGENCY / LOCATION, MONTH, ADVERTISER - BRAND, ACCOUNT, SCOPE. Lists various agency wins by month and pitch type.

CREATIVE

Table listing creative account wins, categorized by agency and month, including Blue Bees, DDB, and others.

MEDIA

Table listing media account wins, categorized by agency and month, including Dentsu Aegis, Havas Media, etc.

MARKETING

Table listing marketing account wins, categorized by agency and month, including Sparkies, The Oval Office, etc.

DIGITAL

Table listing digital account wins, categorized by agency and month, including Adjust, Be Connect, etc.

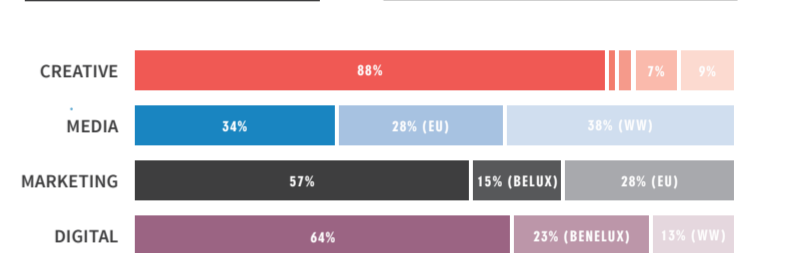


LA PITCHLIST LEFAC

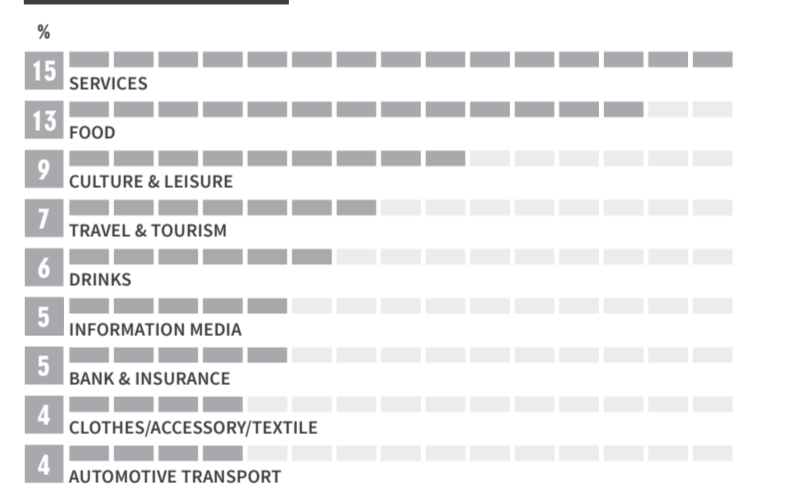
172 ACCOUNT-WINS

PERIOD: JULY - DECEMBER 2015

GEOGRAPHICAL SCOPE



SECTORS OVERVIEW



THE MOST SUCCESSFUL CITIES



TBS BELGIUM | Boulevard Louis Schmidtlaan 103 | 1040 Brussels Tel. +32 2 737 70 20 | www.tbsgroup-europe.com | www.lefac.com

AGENCY FAMILY TREE

SIMPLIFIED STRUCTURE OF THE MOST IMPORTANT AGENCY NETWORKS IN BELGIUM

INTERPUBLIC

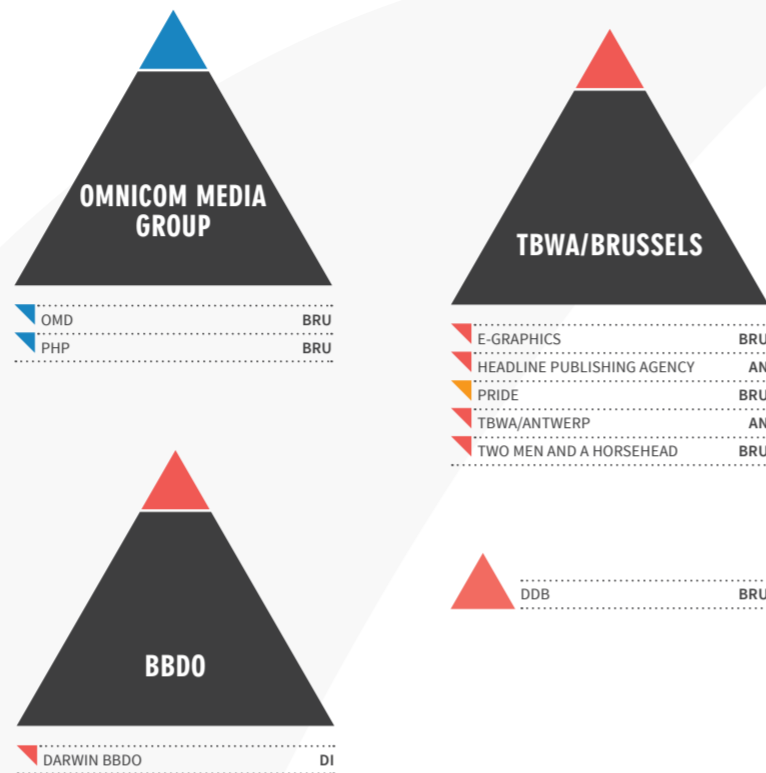
HEADQUARTER: NEW YORK
 WW ANNUAL TURNOVER 2014: 7,5 MRD. \$*



- INITIATIVE HO
- MEDIA BRANDS AUDIENCE HO
- PLATFORM - MAP HO
- MEDIA BRANDS PUBLISHING HO
- OUTDOOR SERVICES HO
- UM HO

OMNICOM

HEADQUARTER: NEW YORK
 WW ANNUAL TURNOVER 2014: 15,3 MRD. \$*



- OMD BRU
- PHP BRU

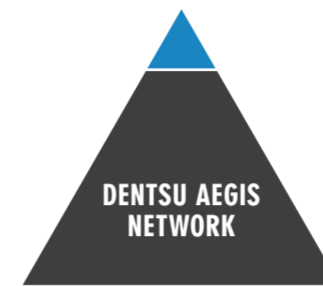
- E-Graphics BRU
- Headline Publishing Agency AN
- PRIDE BRU
- TBWA/ANTWERP AN
- TWO MEN AND A HORSEHEAD BRU

- DARWIN BBDO DI

- DDB BRU

DENTSU AEGIS

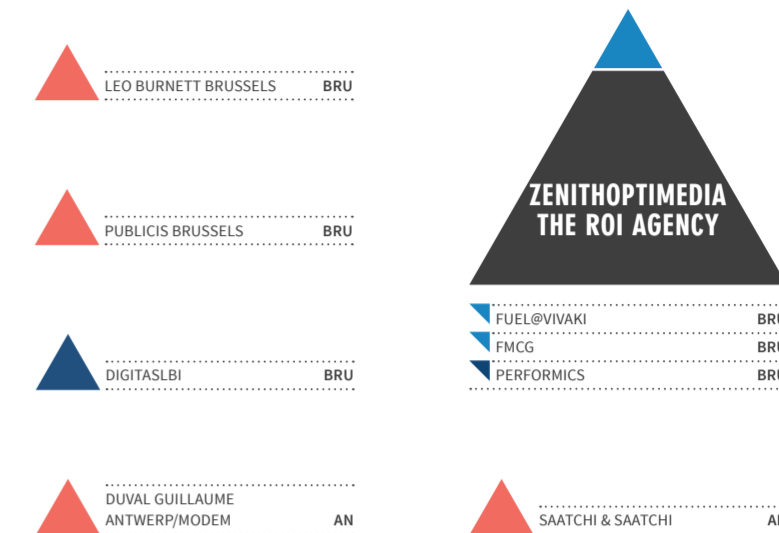
HEADQUARTER: TOKYO
 WW ANNUAL TURNOVER 2014: 5,6 MRD. \$*



- AMNET BELGIUM BRU
- CARAT BELGIUM BRU
- DEEPBLUE BRU
- IPROSPECT BRU
- ISOBAR BRU
- LOCAL FOCUS BRU
- NEWWORLD BELGIUM ME
- POSTERSCOPE BELGIUM BRU
- VIZEUM BELGIUM BRU

PUBLICIS

HEADQUARTER: PARIS
 WW ANNUAL TURNOVER 2014: 8,2 MRD. \$*



- LEO BURNETT BRUSSELS BRU

- PUBLICIS BRUSSELS BRU

- DIGITALSLBI BRU

- DUNAL GUILLAUME AN
- ANTWERP/MODEM AN

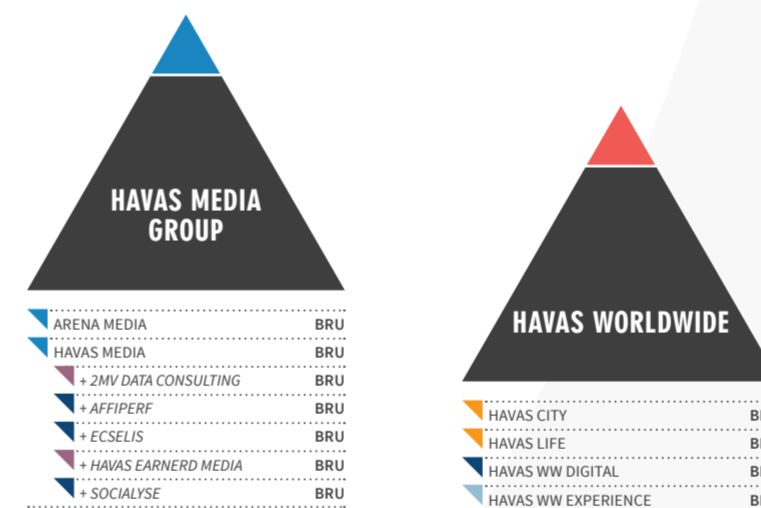
- ZENITHOPTIMEDIA THE ROI AGENCY

- FUEL@VIVAKI BRU
- FMCG BRU
- PERFORMICS BRU

- SAATCHI & SAATCHI AN

HAVAS

HEADQUARTER: PUTEAUX
 WW ANNUAL TURNOVER: 2,1 MRD. \$*



- ARENA MEDIA BRU
- HAVAS MEDIA BRU
- + 2MV DATA CONSULTING BRU
- + AFFIPAR BRU
- + ECSELS BRU
- + HAVAS EARNER MEDIA BRU
- + SOCIALISE BRU

- HAVAS CITY BRU
- HAVAS LIFE BRU
- HAVAS WW DIGITAL BRU
- HAVAS WW EXPERIENCE BRU

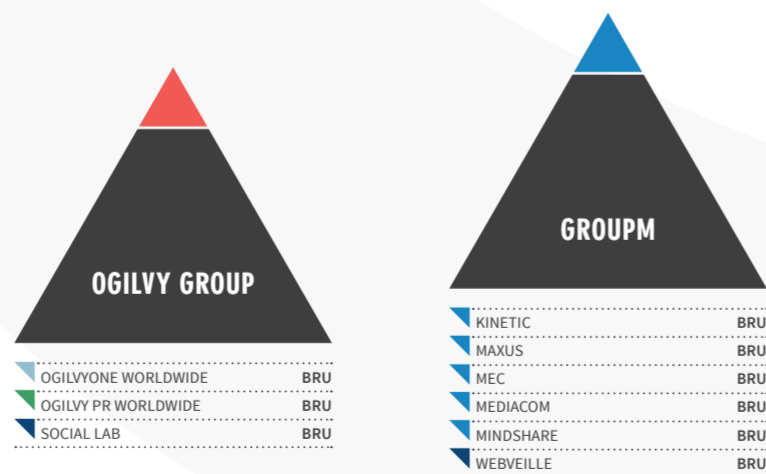
SPACE

HEADQUARTER: BRUSSELS
 ANNUAL TURNOVER: 173,6 M. €*

STRUCTURE OF THE SHAREHOLDERS ORGANISED BETWEEN WPP, MEDIACOM BELGIUM, LEO BURNETT AND SAATCHI&SAATCHI.

WPP

HEADQUARTER: LONDON
 WW ANNUAL TURNOVER 2014: 17,5 MRD. \$*



- OGILVYONE WORLDWIDE BRU
- OGILVY PR WORLDWIDE BRU
- SOCIAL LAB BRU

- KINETIC BRU
- MAXUS BRU
- MEC BRU
- MEDIACOM BRU
- MINDSHARE BRU
- WEBVELLE BRU

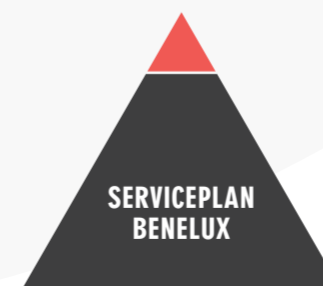
- GREY BENELUX - BRUSSELS BRU

- THESE DAYS Y&R AN

- JWT BRUSSELS BRU

SERVICEPLAN

HEADQUARTER: MUNICH
 WW ANNUAL TURNOVER 2014: 300 M. \$*



- GONZALES AN
- MEDIAPLUS BRU
- PLAN.NET CAMPAIGNS GE
- PLAN.NET MEDIA BRU

RANKING UMA 2014 PER BRAND

1	SPACE	€ 173,6 M
2	INITIATIVE	€ 154,2 M
3	CARAT	€ 130,6 M
4	ZENITHOPTIMEDIA	€ 129 M
5	HAVAS MEDIA	€ 128,6 M
6	OMD	€ 127 M
7	MINDSHARE	€ 115 M
8	UM	€ 93,3 M
9	VIZEUM	€ 88,8 M
10	MEC	€ 70,5 M
11	MAXUS	€ 27,7 M
12	MEDIAPLUS (EX MUNDOMEDIA)	€ 16,5 M
13	PHD	€ 4,3 M

RANKING UMA 2014 PER GROUP

1	DENTSU AEGIS NETWORK	€ 259 M
2	MEDIA BRANDS	€ 254,3 M
3	GROUP M	€ 219,1 M
4	SPACE	€ 173,6 M
5	OMNICOM MEDIA GROUP	€ 134,8 M
6	ZENITHOPTIMEDIA	€ 129 M
7	HAVAS MEDIA	€ 128,6 M
8	MEDIAPLUS (EX MUNDOMEDIA)	€ 16,5 M

AGENCY MAIN SECTOR

- MEDIA
- DIGITAL
- CREATIVE
- COMMUNICATION
- PUBLISHER
- PR
- MARKETING*
- SERVICES**
- SALES HOUSE

* The "Marketing" main sector includes, among others, the following areas: event, POS, buyers, Dialogue, Content, CRM, B2B

** The "Services" sector includes, among others, the following areas: Production, Services, Financial Services, Consulting

LOCATIONS

ANTWERPEN	AN	GENK	GE
BRUSSELS	BRU	HOEILAART	HO
DIEGEM	DI	MECHELEN	ME

This simplified cartography is a free communication document provided to all professionals from the communication sector in Belgium. It represents a non-exhaustive overview of the main agency networks in Belgium, thanks to the researches of the TBS documentalists, and was not always approved by the concerned companies. TBS is not responsible for any inaccuracies. For further information, please contact info@tbsbelgium.be.



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