



OUR PHILOSOPHY

It all started in 1873, when Daniel Lord opened an office in Chicago to sell advertising space. Today, FCB now boasts a fully integrated offering, with over 120 offices in more than 80 countries, employing roughly 8,000 people. Over a century into this epic story called FCB, we believe the best part is **Never Finished**. The part that asks: What can we do better? And always wonders: What's next? What's out there? What's waiting to be discovered? We are always looking to partner with brands that want to tell **Never Finished** stories of their own.

OUR CAPABILITIES

- Advertising
- Digital, Social Media, Mobile
- Healthcare Marketing
- Brand Consulting
- Direct Marketing & CRM
- Strategic Data Analytics
- Institute of Decision Making
- Strategic Planning
- Rapid-Pace Production
- Experiential Events/ Sponsorships
- Retail & Shopper Marketing

OUR APPROACH

KNOW WHO THE BRAND IS

A brand's purpose is so important that we have created a disciplined approach to understanding it. We call this **Brand Bedrock**. In short, it's about interrogating the past, understanding the present and anticipating the future.

MAKE PEOPLE BELIEVE IN THE BRAND

When people interact, when they go from passive audience to active participant, it shows they believe in and care about the brand. That's what **Creating Behavior**, rather than just getting attention, achieves.

ENSURE THE BIGGEST EGO IN THE ROOM IS THE BRAND

The success of any one of us is the success of all of us. We all work for the brand. By being **Brave Together**, we can make brave choices, our partners can make brave decisions. And together we can build brave, **Never Finished** brands.

LEADERSHIP

Carter Murray
Worldwide CEO

Susan Crede
Global Chief Creative Officer

Jonathan Harries
Chairman

Nigel Jones
Global Chief Strategy Officer

Erika Darmstaedter
Chief Client Officer

Elyssa Phillips
Chief of Staff

Cindy Augustine
Global Chief Talent Officer

Neil Miller
Global CFO & COO

Bryan Crawford
Vice Chairman

Dana Malman
CEO & President, FCB Health

Chris Shumaker
Global Chief Marketing Officer



SOME OF OUR CLIENTS



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