



FOOTE, CONE & BELDING

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
- Total Market

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 Credle Global Chief Creative Officer	Nigel Jones Global Chief Strategy Officer	Erika Darmstaedter Chief Client Officer	Cindy Augustine Global Chief Talent Officer	Elyssa Phillips Chief of Staff	Neil Miller Global CFO & COO	Bryan Crawford Vice Chairman	Dana Maiman CEO & President, Healthcare	Brandon Cooke Global Chief Communications Officer

SOME OF OUR CLIENTS



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