FCB is a unique global agency network boasting a fully integrated offering, with over 120 offices in more than 80 countries, employing over 8,000 people. Based on our deeply developed understanding of diversified local markets and global cultures, we are the most local global network in the industry. Our “glocal” orientation allows for global consistency while being locally relevant. FCB comes up with provocative ideas that inspire diverse audiences to participate and that build lasting equity for a brand. We put enormous emphasis on work that leverages creativity as an economic multiplier for the business.

**PHILOSOPHY**

Unleashing Creativity Fueled by Technology and Data
To Simultaneously Activate Business and Generate Greater Brand Value for Our Clients

**CAPABILITIES**

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

**RECOGNITION**

- 2019 A-List Agency
- #2 Most Successful Network Promoting Good Causes
- FCB Health Named “2019 Network of the Year”
- FCB/SIX Named “2019 Data & Analytics Agency of the Year”
- FCB Global Named “Top 3 Network of the Year 2019”
- FCB Canada Named “Digital AOY”
- CLIO HEALTH AWARDS

**LEADERSHIP**

- Carter Murray Worldwide CEO
- Susan Credle Global Chief Creative Officer
- Nigel Jones Global Chief Strategy Officer
- Jennifer Hohman Global Chief Marketing Officer
- Cindy Augustine Global Chief Talent Officer
- Tyler Turnbull FCB North America CEO
- Dana Maiman FCB Health CEO
- Luis Silva Dias FCB International CEO
- Bryan Crawford Vice Chairman

**KEY CLIENTS**

- ABInBev
- BMO
- BMW
- Boeing
- Bosch
- Coca-Cola
- Discover
- General Electric
- Kimberly-Clark
- Levi’s

**CONTACTS**

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**PHILOSOPHY**

Continuously Growing
Never finished is our cultural mantra because people, brands and culture are never finished evolving – it guides the way we hire and the way we work. Never Finished drives the kind of platform thinking we deliver to clients.

Brand Bedrock is our proprietary process for defining a brand’s purpose. Simply, we work to interrogate a brand’s past, understand the present market conditions and competitive pressures that a brand is facing, and anticipate the trends and changes in the market that will impact its future. The Bedrock serves as the foundation for everything we do – every brief we write, every idea we create, every execution we produce.

Embracing Creativity
We’ve created the 456 to consistently and objectively evaluate creative. We use this system to rate our competitors and, more important, rate ourselves. It keeps us honest. It helps ensure our work is working. It pushes us to keep innovating and creating equity-building creative for our clients.