



FOOTE, CONE & BELDING

OUR PURPOSE

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

- 2020 & 2019 A-List Agency AD AGE, FCB/SIX Named '2019 Data & Analytics Agency of the Year' AD AGE, Top 3 Global Network Promoting Good Causes 4x (2019, 2018, 2017, 2016) THE GOOD REPORT, FCB Global Named 'Top 3 Network of the Year 2019' CANNES LIONS, FCB Health Named '2019 Network of the Year' CLIO HEALTH AWARDS, FCB Canada Named 'Digital AOY' 4x (2019, 2018, 2017, 2016) STRATEGY

KEY CLIENTS



PHILOSOPHY

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.

APPROACH



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.



Grounding Ourselves in Purpose
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.

LEADERSHIP



Carter Murray
Worldwide CEO



Susan Credle
Global Chief Creative Officer



Nigel Jones
Global Chief Strategy Officer



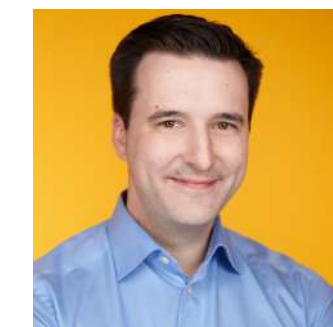
Brandon Cooke
Global Chief Communications Officer



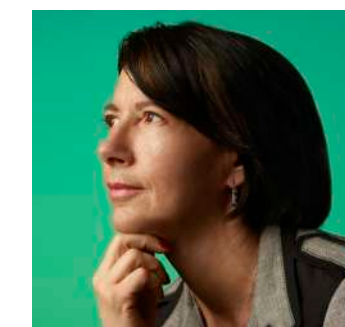
Carmine Battista
Global Chief Financial Officer



Cindy Augustine
Global Chief Talent Officer



Tyler Turnbull
CEO FCB North America



Dana Maiman
CEO & President FCB Health



Luis Silva Dias
CEO FCB International



Elyssa Phillips
EVP, Chief of Staff

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