HAVAS

HAVAS IN 2030

TEAM KIKI KRITIKA MAXINE YAXUAN

HAVAS

End-to-end tailor-made communications solutions

People and ideas first

Meaningful content & experiences

TO MAKE A MEANINGFUL DIFFERENCE TO BRANDS, BUSINESSES, AND PEOPLE.

Pitch Notes(internal use):
At HAVAS, our mission is simple: we’re here to make meaningful differences.
Whether it’s creating authentic connections for brands, driving business growth, or shaping the conversations that matter, we believe in a world where advertising doesn’t just interrupt—it resonates.

6000+

branded messages are received by our audience throughout the day.

Pitch Notes:
The average person is exposed to more than 6000 branded messages a day.

74%

of people would not care if the brands they use daily disappeared.

912M+

have adblockers installed on their mobile devices and web browsers.

Pitch Notes:
And here’s the harsh reality: 74% of people wouldn’t care if the brands they see disappeared overnight and 912 million people around the world have already decided they don’t want to see your ads anymore.

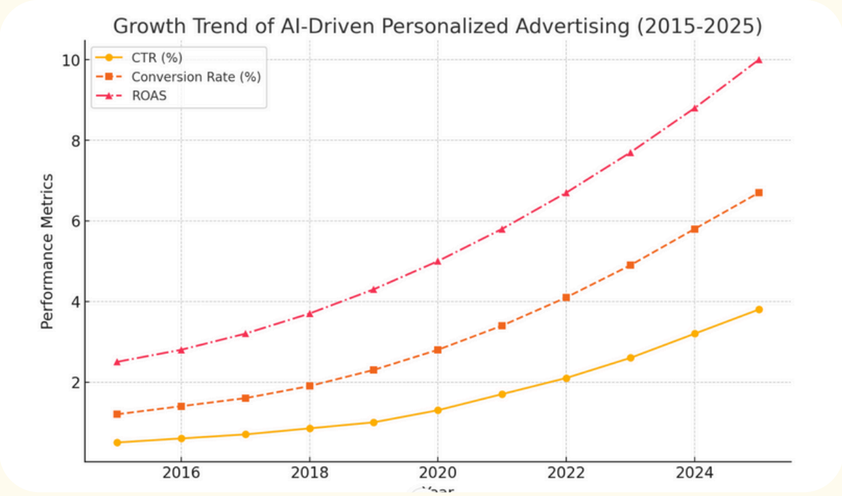
WHAT IS AT STAKE IS THE BATTLE OF ATTENTION

Information overload

Yet human attention is limited

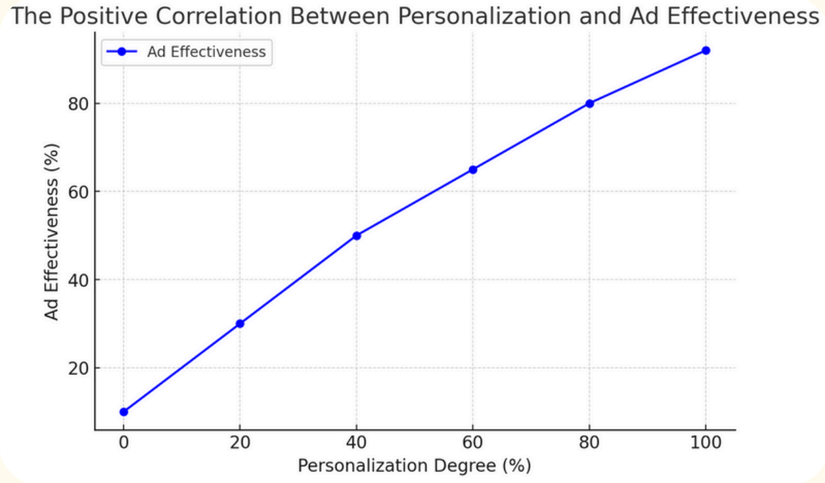
Pitch Notes:
So, In today’s world of information overload, attention is a scarce resource.

TO WIN THE BATTLE OF ATTENTION...



Growth Trend of AI-Driven Personalised Advertising

(Market Research Intellect)



A positive correlation between Personalisation Degree and Ad Effectiveness.

(Abdel Monem, H., 2021. The effectiveness of advertising personalisation)

89%

of Marketing decision-makers consider personalisation essential for their business' success over the next 3 years (Segment)

73%

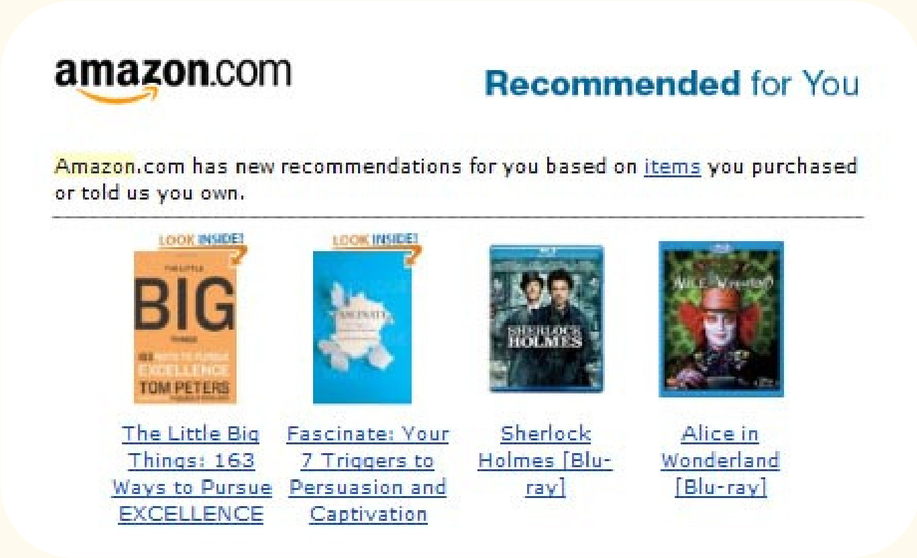
of customers expect personalisation to improve with technology (Salesforce)

Pitch Notes:
Let's see how the market responds, as there is a clear growth trend in personalised advertising and a strong positive correlation between ad personalisation and effectiveness.
Furthermore:

- 89% of marketers believe personalisation will be crucial to their business success in the next three years (Segment).
- 73% of customers expect technology to enhance personalisation in advertising (Salesforce).

These insights highlight the market's high expectations for personalised ads, reinforcing the need for brands to adopt more tailored and data-driven advertising strategies.

PERSONALISED ADS IN MARKET



Netflix's Tailored Content

Amazon's Product Recommendations

Pitch Notes:
Today, most personalised systems predict user preferences by analysing past behaviour. This approach is widely used across industries, with examples like Netflix’s movie recommendations, which suggest films based on viewing history, and Amazon’s product suggestions, which tailor shopping recommendations based on previous purchases and browsing patterns.

INTELLIGENCE
Data neutral analysis and insights

- **A very large stack of data on audiences and brands updated every week** with proprietary and syndicated data
- **Tech & AI to mix data** (your 1st party data in a fully secure way, our proprietary data and 3rd party) **and generate relevant information**

Data-Driven Customisation Capabilities

"We create, scale, and personalise content to captivate audiences and drive desired brand and business outcomes." -----Prose on Pixels

Prose on Pixels

WE PERSONALIZE

Pitch Notes:
But for you, HAVAS, this is nothing new. With your strong AI-powered database, you are already well-positioned to deliver personalised experiences. Additionally Prose on Pixels (PoP), an important part of your network, highlights this on the home page that
“We create, scale, and personalise content to captivate audiences and drive desired brand and business outcomes.” This reflects your deep commitment to AI-driven personalisation which can help you win the battle for attention.

PERSONALISATION

Pitch Notes:
Right now, most personalised ads are still reactive. They rely on what a user has already done—what they’ve clicked on, searched for, or purchased. Personalisation has helped reduce irrelevant noise, but it’s no longer enough. In the next five years, advertising will move beyond this passive approach, which is ‘Hyper-Personalisation’.

HYPER-PERSONALISATION

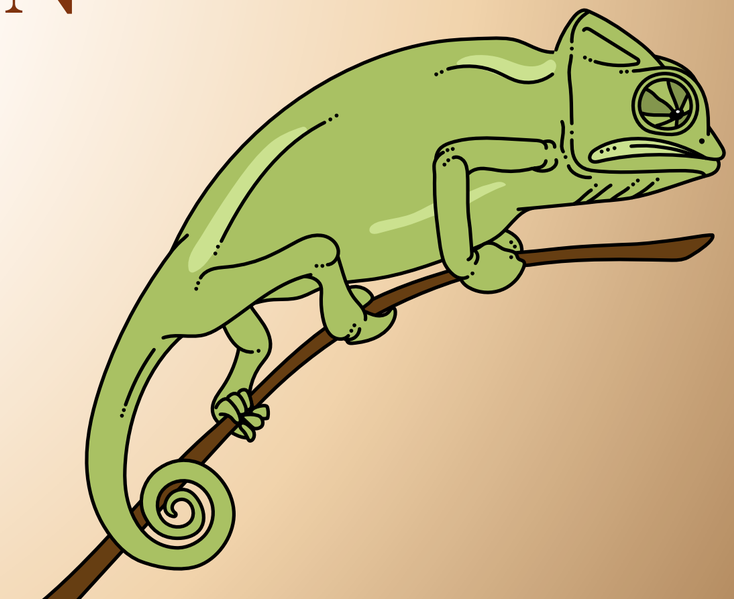
Instead of simply customising ad copy, visuals, and product recommendations...

Pitch Notes:
Instead of simply customising ad copy, visuals, and product recommendations based on past purchases, Hyper-Personalisation transforms the entire customer journey by making ads dynamic, predictive, and context-aware.

HYPER-PERSONALISATION TRANSFORMS THE ENTIRE JOURNEY

01

CONTENT PERSONALISATION



Pitch Notes:
Rather than showing a generic ad variation, Hyper-Personalisation continuously adapts messaging, visuals, and recommendations in real-time based on a user’s preferences, behaviours, and values.

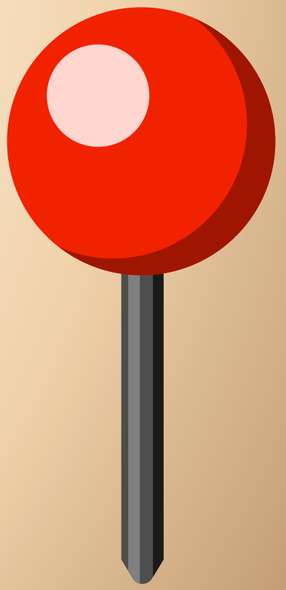
02

TIMING PERSONALISATION

Pitch Notes:
Instead of just selecting an optimal time for ad delivery, it anticipates when the user actually needs the product—for example, identifying hydration levels through wearable data and suggesting a drink before thirst sets in.

03

CHANNEL PERSONALISATION



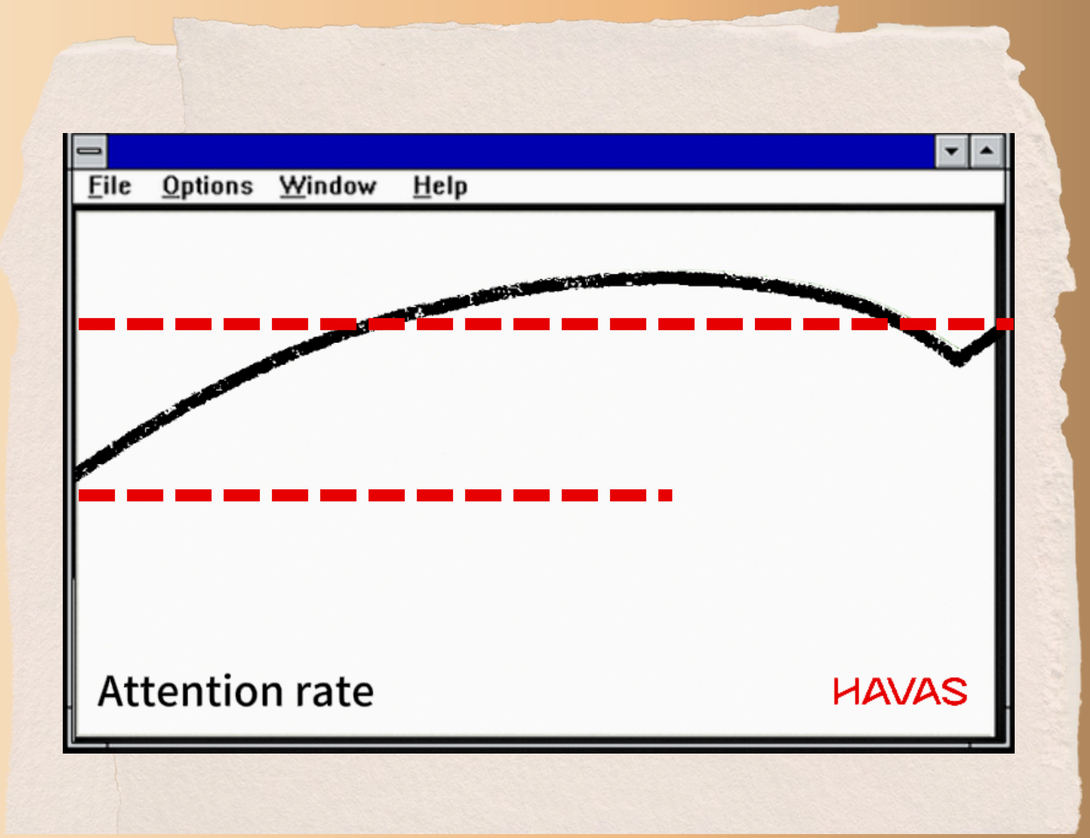
Pitch Notes:
Beyond just choosing where to advertise, it ensures the format matches how the user consumes content. A person engaging with short-form content receives an interactive, snackable ad, while a commuter in a subway station experiences an immersive digital billboard.

WHAT WILL IT LOOK LIKE IN 2030?

Pitch Notes:
Advertising isn’t just targeted, but truly relevant, seamlessly integrated into people’s lives. It is a more advanced ‘attention-grabbing’ tactic.
But what happens when we take Hyper-Personalisation to its full potential?
What will it look like in 2030?

video link: https://drive.google.com/file/d/1OcQadRcg7njhmnuqd0szVvoYIRiHxj1k/view

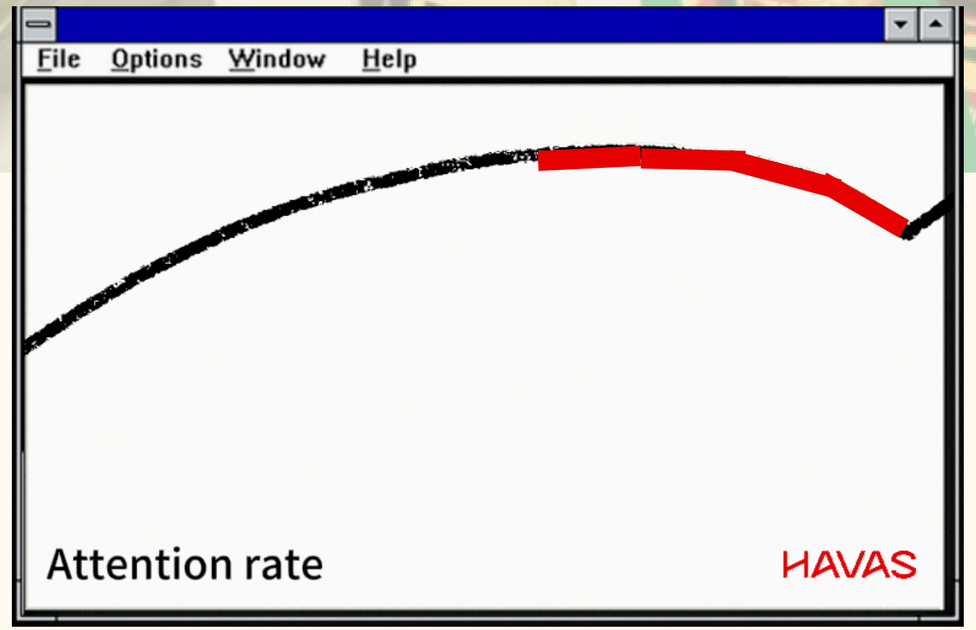
FROM THE BIG PICTURE:



Pitch Notes:
As you saw in the industry trends earlier and the video,
in 5 years, things are looking positive overall—hyper-personalised ads will help Havas grab more attention for clients.

BUT
IN LONG RUN

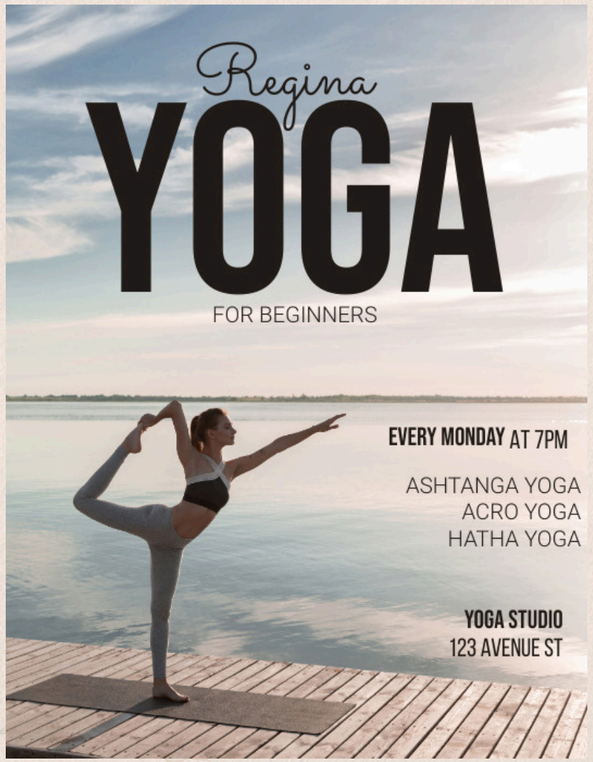
Hyper-personalised ads risk losing their magic, leaving the audience feeling numb (JCR, 2021; 2019)



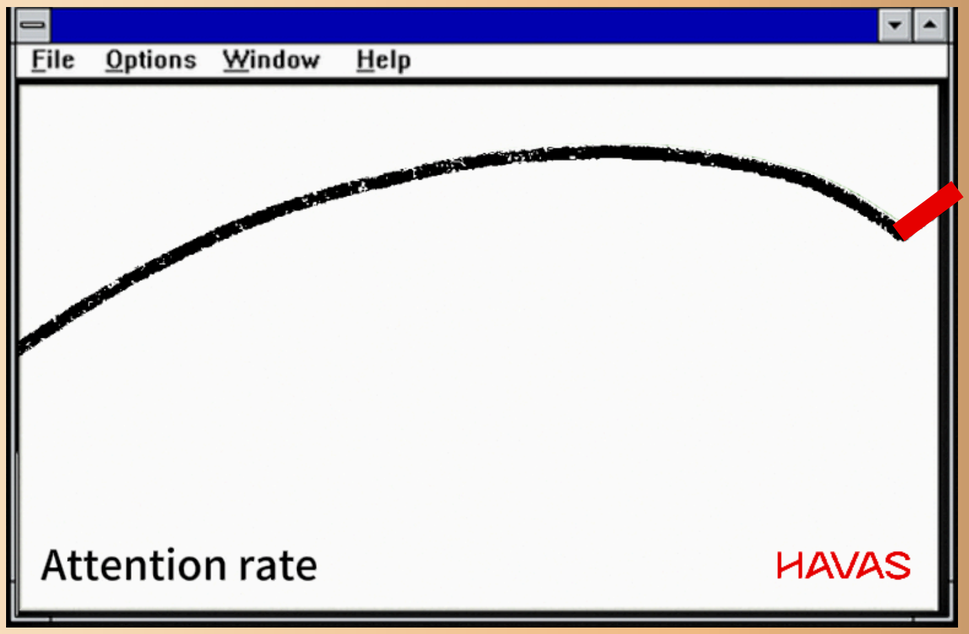
Pitch Notes:
However, in the long run—When hyper-personalised ads bombard us at every turn, they risk losing their magic—leaving audiences feeling numb, disconnected, and even resistant to the very messages they once found engaging.

HYPER-PERSONALISATION ≠ ATTENTION

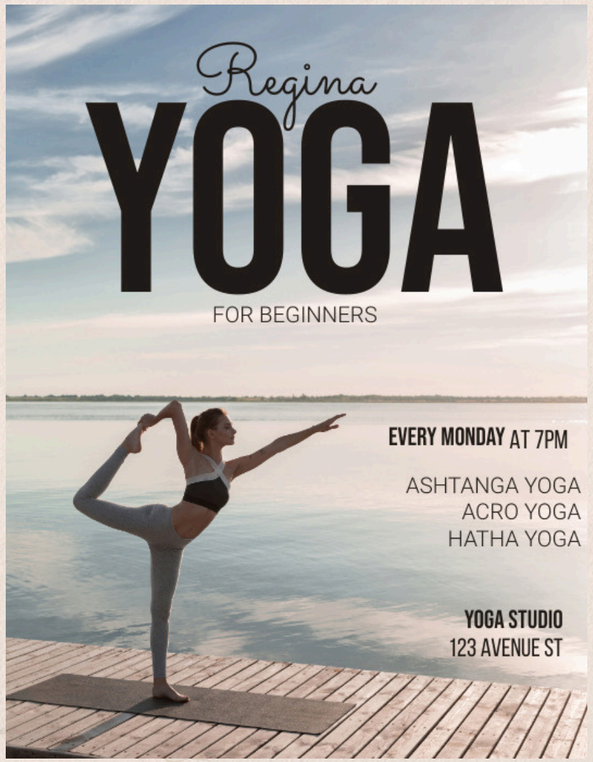
Pitch Notes:
This means that in the long-term using hyper-personalisation doesn’t directly equal gaining attention.
This might sound like a somewhat negative conclusion, but do you remember the flyer at the end of the video?



THAT FLYER ISN'T DATA — IT'S DOPAMINE.



Pitch Notes:
That plain, unremarkable flyer, which had nothing to do with hyper-personalisation, yet ultimately captured the main character's attention.



That flyer isn’t data
—it’s dopamine.

REAL ATTENTION THRIVES ON UNEXPECTED HUMANITY

Pitch Notes:
For that lady in the video, after being attacked by too many precise ads, that flyer isn’t just a flyer—it’s dopamine. This little story show a true but easily-overlooked fact-- in real world, real attention thrives on unexpected humanity. And this has nothing to do with whether the medium is digital or whether the content fits an algorithm. This, we believe, is the breakthrough toward a more positive direction.

WHAT HAVAS CAN DO NEXT ?

CREATIVE

Pitch Notes:
we thought about the creatives—the people who can bring humanity into ideas.

CREATIVE

Pitch Notes:
But how do we remind them of that in a world obsessed with AI-driven data?

CREATIVE BRIEF

Project Overview
Project Name:
Client / Brand:
Date:
Prepared by:

1 IN BRIEF

One-line summary of the brief

2 Business Challenge/Marketing Task

3 INSIGHT

- COMMUNITY INSIGHT
- BRAND INSIGHT
- CULTURE INSIGHT
- SOCIAL INSIGHT

4 BRAND ACTION

5 BRAND TERRITORY

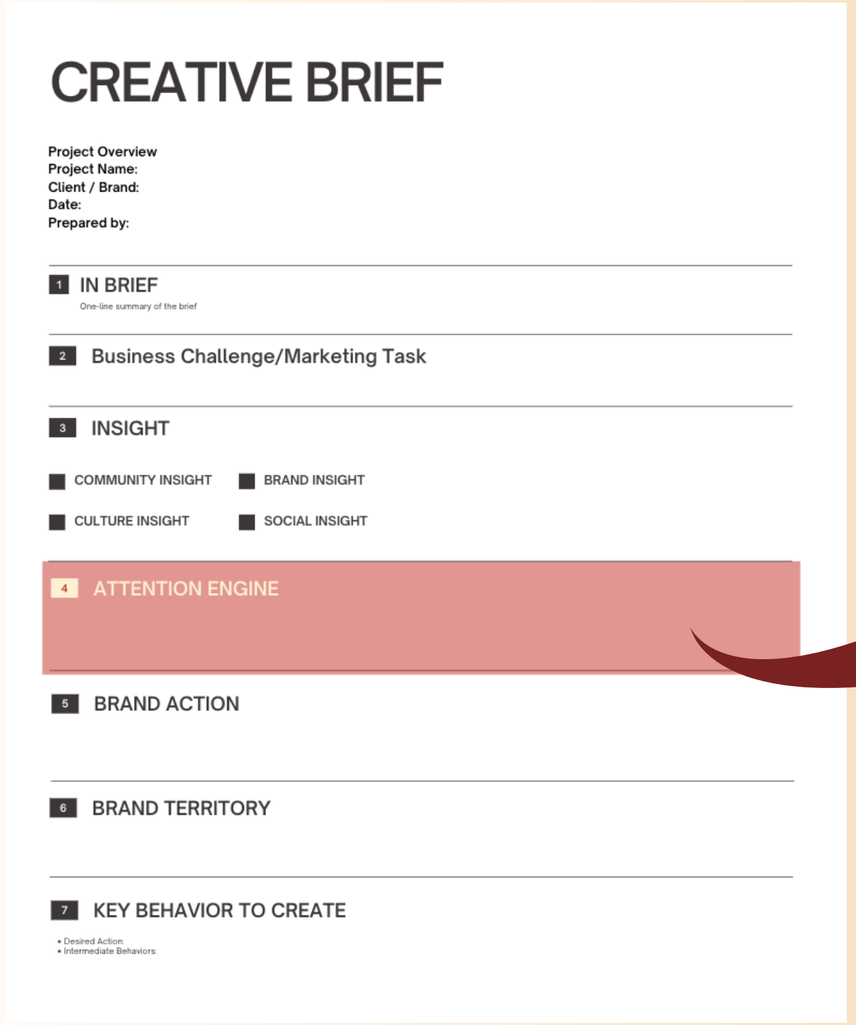
6 KEY BEHAVIOR TO CREATE

- Desired Action:
- Intermediate Behaviors:

STANDARD CREATIVE BRIEF

Pitch Notes:
creative brief, a key part of the creative process

PROPOSAL



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COMMUNITY INSIGHT BRAND INSIGHT
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4 ATTENTION ENGINE

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6 BRAND TERRITORY

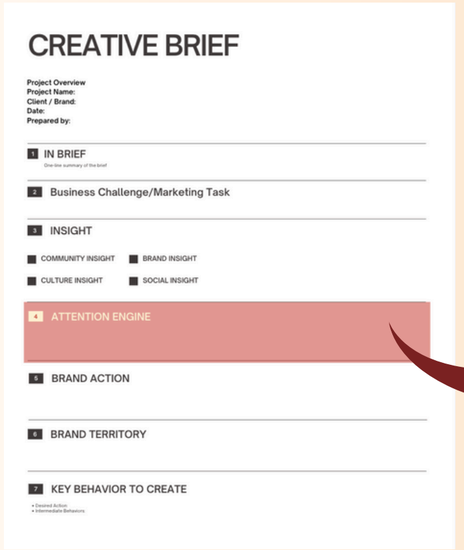
7 KEY BEHAVIOR TO CREATE

• Desired Action:
• Intermediate Behaviors:

A NEW BOX: ATTENTION ENGINE

Pitch Notes:
We propose adding a new box to the standard creative brief: the Attention Engine

PROPOSAL



A NEW BOX:

ATTENTION ENGINE

ATTENTION ENGINE

- Pattern-Breaking Hook
- Sensory Surprise
- Cultural Friction vs. Comfort
- Reward for Attention
- Anti-Algorithm Test

Pitch Notes:
This box will include key questions for creatives, such as:
Pattern-Breaking Hook: How does this idea disrupt predictable content feeds?
Anti-Algorithm Test: Would this idea still work if stripped of user data?
And more, to ensure creatives not to forget the attention moments rooted in humanity.

IN 2030

DUAL-P REVOLUTION

Precision powered by tech,
but Pulse measured by human breath.

Pitch Notes:
It’s a small change, but by 2030, we believe it could help Havas lead the dual-P revolution:
Precision powered by tech, but pulse measured by human breath.

THANK YOU

rEfleCtion

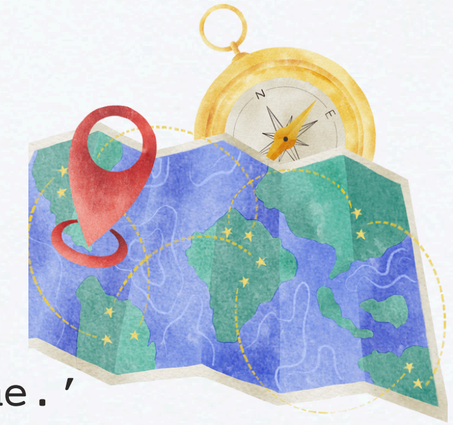
YAYA

INTRODUCTION

They say the quickest way to gauge compatibility with someone is to travel together. The myriad situations and decisions encountered during a journey often reveal a person's true character, preferences, and adaptability.

So, what happens when a team plans a trip together?

FIRST, LET'S DECIDE ON OUR TRAVEL DESTINATION!



A's heart screams: ‘Santorini, here we come!’
B's wallet whispers: ‘Staycation is the new vacation.’
C's boss declares: ‘Q3 deadlines say no way.’
and D's visa office sighs: ‘Still processing… since the dawn of time.’

So, when planning the team’s dream getaway,it’s not just about where you want to go—it’s about where you can go.

It’s like setting team project goals: you need to ground them in reality while inspiring everyone with a vision that feels exciting, motivating, and achievable.

Alright, team! Egypt is a go!

It's a destination that offers beautiful beaches, affordable living, and visa-on-arrival for everyone. As for C's boss... she said she'd try her best to convince him.

NOW LET'S DIVE INTO PLANNING THE ITINERARY TOGETHER!

This is the perfect moment for everyone to get to know each other's interests.

A: I really want to go to Hurghada—I'm all about diving!
B: I'm super excited about Luxor Temple—it's such a photogenic spot!
C: Cairo is a must-visit for me—I want to explore all the museums!
D: I'm cool with anything—I'll go with the flow. (No clear hobbies? Or maybe too many to count! Either way, definitely a chill person.)

Crafting a detailed travel plan is just like creating a project plan in teamwork—defining tasks, setting timelines, and making sure everything runs on schedule. Think of it as a travel Gantt chart, but with a pharaoh's touch and a sprinkle of desert magic!

A: Alright, here’s the plan:

- Cairo: 3 days (for all the museum adventures and iconic landmarks).
- Luxor: 2 days (for the stunning temple photos and ancient vibes).
- Hurghada: 3 days (for diving, beach time, and underwater fun).

How does that sound? (At this moment, A’s leadership skills are starting to shine through!)

B&C&D: Great!

BUDGET SHOWDOWN: SHARP SPENDING FOR MAXIMUM FUN!

A (The Finance Guru): Alright, it’s budget time! We need to allocate funds wisely to make sure transportation, accommodation, food, and entertainment are all covered.
B (The Foodie): Can we bump up the food budget? I don’t want to miss out on Egyptian specialities like kebabs and falafel!
C (The Culture Enthusiast): I think we should allocate more to entertainment—the sound and light show at Luxor Temple is a must-see!
D (The Chill Guy): I’m cool with anything, but maybe let’s not overspend on accommodation? Just somewhere clean and comfy!

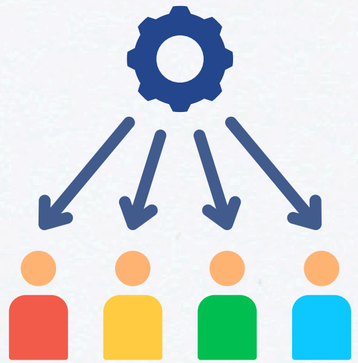
This whole process is just like a key part of teamwork—smart resource allocation. Whether it’s money for the trip or resources for a project, distributing wisely ensures everything runs like a well-oiled machine.

A: Got it! Here’s the breakdown:

- Transportation: 20% (flights and local travel).
- Accommodation: 30% (comfortable and budget-friendly hotels, D, don’t worry!).
- Food: 25% (B, that’s enough for you to feast on Egyptian delights!).
- Entertainment: 25% (C, the sound and light show and museum tickets are all yours!).

ALRIGHT, IT'S ROLE-CALL TIME!

A: Let's first map out the daily itinerary together, then assign tasks based on everyone's experience or favourite areas!

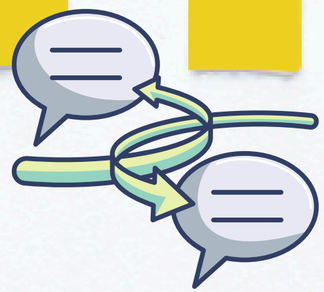


A: The "Transportation Titan"!
B: The "Foodie Detective"!
C: The "Culture Captain"!
D: The "Accommodation Ace"!

This is like dividing roles in teamwork—clearly defining everyone's tasks, playing to their strengths, and keeping the team firing on all cylinders!

A: Nice! Now let’s take a look at our preliminary itinerary!

TALK IT OUT, WORK IT OUT!



B: I found an amazing kebab place in Cairo—let's have dinner there!
D: The hotel I booked is downtown, close to the museum, but it's a bit far from B's kebab spot.If we go back to the hotel after dinner, it might be a hassle...
B: Oh no, what do we do? This place is seriously amazing—I don't want us to miss it!

C: How about we move Khan el-Khalili Market to the next day? That way, we can go straight from the museum to the kebab place, and it won't be too out of the way to get back to the hotel.
D: I'm on board with that! Besides, Khan el-Khalili is livelier at night anyway—going the next day sounds perfect.
A: Great idea! I'll adjust the transportation plan. We can take a taxi from the museum to the kebab place, then head back to the hotel together after dinner. That way, we won't feel rushed and can still enjoy the food!

Just as in teamwork, communication and coordination are key—ensuring information flows seamlessly and addressing issues promptly to keep everything on track.

B: Awesome! So, are we done here?

PLAN B! PLANB!

A: The Hurghada boat trip is a highlight of this trip, but weather changes could mess with our plans.
B : Yeah, what if the waves are too rough and the boat can’t go out? I don’t want to miss out on diving!
C : We can check the weather forecast in advance. If the weather’s bad, we can adjust the plan—like visiting the temples in Luxor instead.
D : I agree!
A: Great idea! I’ll take charge of checking the weather daily. If the weather’s bad on the boat day, we’ll activate Plan B and head to Luxor instead.
B: But what if the weather turns bad while we’re already on the boat?
C: We can confirm the boat company’s safety measures in advance to make sure they have emergency protocols, like returning to shore if needed.
D: Right, safety first! We can also pack some motion sickness meds, just in case.

Similar to risk management in teamwork, this involves identifying potential issues early, developing contingency plans, and maintaining smooth operations.

D: I know this is just a mock travel plan, but after planning, I’m already mentally on the plane!

WHY PLAN THIS?
HERE'S THE SCOOP!

TEAMWORK IN ACTION

Planning a trip together requires setting clear goals, dividing tasks, and coordinating efforts—just like in a work project. It’s a fun way to practice teamwork and improve efficiency.

GET TO KNOW EACH OTHER

Sharing travel preferences—like food, sights, or activities—helps team members learn more about each other’s interests and personalities, building stronger connections.

LEARN TO COMPROMISE

Not everyone’s travel dreams are the same. Balancing different preferences teaches the art of compromise, a skill that’s super useful for resolving work disagreements.

BOOST COMMUNICATION

Discussing itineraries, budgets, and preferences is a great way to practice clear and effective communication, reducing misunderstandings and boosting productivity.

BUILD TEAM SPIRIT

PLANNING SOMETHING FUN TOGETHER CREATES EXCITEMENT AND BRINGS EVERYONE CLOSER.

thANkS