



Jerry Buhlmann, CEO Dentsu Aegis Network, and Sir Dave Brailsford, Team Sky Principal, will take centre stage at the Cannes Lions International Festival of Creativity: 'Play to Win -Disruptive Tactics, Reinventing the Field of Play.'



In a thought-provoking seminar (23 June 2015) moderated by CNN presenter Nina dos Santos, the two leaders from the world of digital creativity and sport will discuss how they are positively disrupting their industries and driving momentum in competitive fields of play.





Dentsu Aegis Network acquired eCommera, a market-leading commerce specialist agency. eCommera will become part of Isobar.



Dentsu Aegis Network acquired the fast growing marketing agency Marketing Wizards (Poland), and the leading digital advertising agency Flexmedia (Thailand). Both agencies will be integrated into iProspect.



Dentsu Aegis Network Turkey won six new accounts: H&M (Vizeum), Pringles, (Carat), sanitary manufacturer Grohe, pharmaceutical company GSK and retail brands Beymen and Forever New (all iProspect).



New Business & Latest Work



Isobar won four new creative and digital accounts for the sportswear retailer Foot Locker (Netherlands), the beverage brand Chambord (UK), the automotive manufacturer JK Tyres and IndiaFirst Life Insurance (India).





NBS Brazil won the media account for SABMiller, the multinational brewing and beverage company. The agency will profile the Miller Genuine Draft portfolio in the Brazilian market.



iProspect secured two new wins: pharmaceutical distributor Apotheke zur Rose and home and garden retail centers Hagebau (Germany).



Jack Links, US meat snack producer, enlisted Carat to handle the media planning and buying for its Peperami brand across the UK, Germany, Belgium and Holland.



Amnet, Dentsu Aegis Network's media investment specialist brand launched in India, growing its programmatic buying portfolio in Asia Pacific.



Vizeum won the media mandate for Citroën (Australia), H&M (Turkey) and IKEA (Singapore, Thailand and Malaysia).



Awards & Events



Dentsu Aegis Network was the proud sponsor of the global consumer electronics show 'CES Asia' in Shanghai, hosting 'The Next Wave' innovation booth, a dedicated area featuring top class technologies from the network.



iProspect collected a hat trick of top industry awards: 'Most Effective Media Agency' by The Drum (UK), 'Gold CPD Accreditation' by IPA (UK), and 'Mumbrella Award for Innovation' (Asia).



Isobar received 15 awards at the '2015 Innovation Awards' in Poland, as well as two gold awards by the 'Marketing Trophies' in France.



Dentsu Aegis Network France hosted 'Food Morning', the first event for the food marketing professionals in France, in partnership with major marketing magazine CBNews.



Posterscope Germany won the gold, silver and bronze 'PlakaDiva' awards by the German Association of Outdoor Advertising (FAW) in the 'Best Media Strategy Out-Of-Home' category.



Tracy De Groose, Dentsu Aegis Network CEO of UK & Ireland, discussed the use of programmatic as a brand tool at the 'Think With Google' research and insights event.

People



Rohit Ohri, Dentsu India and Asia Pacific South Executive Chairman, has been promoted to CEO of Dentsu Agency Brand Asia Pacific (excluding Japan).



Karl Weaver, Data2Decisions CEO, spoke to M&M Global about his career in advertising.



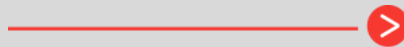
Fred Saldanha, Isobar Brazil Chief Creative Officer (CCO), has been promoted to CCO of Isobar Americas.



Frédéric Lapeyre has been appointed Chief Operation Officer of Amplifi France.



André Limmer has been appointed Managing Director of Isobar Germany.



Matthew Knight, Head of Innovation of Carat UK, spoke to BBC World News and Radio on Spotify's moves into video and podcasts.



Responsibility



Dentsu Aegis Network is supporting the inaugural Media Trust Triathlon (10 July 2015), a charity UK event that inspires the media and communications industry to give time and creative power to benefit charities, communities and young people. Sign up [here](#).





Dentsu Aegis Network is supporting 'Read to a Child', a US non-profit child literacy and mentoring organisation, with fundraising, sponsorship and volunteering at local schools.



Dentsu Aegis Network Germany donated 244 cell stems as part of 'You Could Be the One', a CSR awareness campaign encouraging local employees to become donors to save lives.



Extras



Sarah Stringer, Group Innovation Director of Carat Australia, has been named in Campaign Asia 'Top Women to Watch'.



Dentsu Aegis Network UK launched a nationwide dynamic OOH ad campaign for Microsoft's voice-activated personal assistant 'Cortana', featuring almost 10,000 creative variants.



360i teamed up with Feeding America, the US leading hunger-relief organisation, in a pro-bono campaign to tackle hunger in the US.



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