

Case Study

Study on Operational Synergy between Two Firms in the Communications Sector



About the Client

- The client is a well established advertising production network based in London

Business Objective

- Our client was planning to initiate contact with one of the world's largest communications group. It was already providing production services to few of the groups' subsidiaries; however, this was to be the initial association with the overarching group
- The findings from our research were to be used to create a presentation by the client to approach the group with the offer to become a global partner for all its production needs

Results & Value Add

- Our detailed study on the collusion prospects between the client and this group helped the client in pitching its production services to one of the largest creative agencies in the world

Research Methodology and Approach

- The team provided an overview of the groups' operations, which included the existing geographic and operational synergies between our client and group
 - Major focus was the restructuring efforts undertaken by the group in recent years to gauge its strategic orientation. It helped in understanding the kind of production services the group would be looking for in the future
 - We provided a detailed financial overview of the group right down to revenue split by geography and segments, which provided an insight into the group's more profitable areas
 - Finally, we assessed the group's own production capabilities and the type of impact it could have on the collusion prospect with the client

Screenshots

Client's Presence	Havas Worldwide's Agencies Locations	Havas Media's Agencies Locations	Key subsidiaries/ agencies of Havas Worldwide operating in the Country
Europe	206	137	
of which,			
UK	40	9	Euro RSCG; BETC; Arnold; EHS 40; Conran Design; Pulse Brands; 35 Communications; The Maitland Consultancy; The:Hours - London; Creative Lynx
France	37	25	Euro RSCG; BETC; W & CIE; H; Rosa Park; The Hours; Providence
Italy	6	5	Euro RSCG; D'Antona & Partners; Arnold Milan
Netherlands	6	4	Euro RSCG; Arnold
Poland	7	4	Euro RSCG; Dream Studios
Russia	4	3	Euro RSCG
Ukraine	3	2	Euro RSCG
Americas	109	91	
US	60	21	Arnold Worldwide; Euro RSCG; Cake; CAMP + KING; Victors & Spoils; Data Communiqué; Abernathy MacGregor Group; PALM Havas; Totality; Socialistic; Field Research Corporation
Asia Pacific	65	51	
Philippines	2	6	Euro RSCG
Africa & Middle East	27	41	
South Africa	2	2	Euro RSCG
Havas' Total	407	320	



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