

Press release
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Havas Publishing Services, Havas Group's marketing production business, wins the Citroën budget and steps up growth

Havas Publishing Services (HPS) has been put in charge of globally restructuring the distribution system for Citroën's international advertising and communications campaigns. Citroën will now use a new shared platform developed and rolled out by HPS. This platform will give Citroën's distributors, subsidiaries and importers real-time access to all its multimedia campaigns (including print, digital, video, etc.) while streamlining administrative procedures and saving creation and distribution costs. This new solution completes an existing production platform for brochures, catalogues etc. that all Citroën subsidiaries worldwide already use.

Winning this budget boosts the growth of Havas Publishing Services, which posted 2013 EBITDA of €11 million and the business expects to double digital revenues by 2015 backed by its state-of-the-art technology in multimedia publishing and shared platforms.

Didier Le Bagousse, chairman of HPS, said: «Satisfying the multicultural and multimedia strategies of brands while maintaining world-class quality, efficiency and profitability has become an imperative for all marketing publishing businesses, which have been hit hard by globalization. Since 2006 we have been investing in R&D to perfect bespoke multimedia solutions for big international advertisers and communicators. Winning a client as prestigious as Citroën is the reward for our strategy based on innovation and the agility of a lean structure within the Havas Village».

About HPS

Havas Publishing Services, the Havas Group marketing production business in France chaired by Didier Le Bagousse, is a leading French multimedia publisher. The strengths of its innovative multi-user production solutions – Hub Content, a bespoke solution for administering, sharing and rolling out international campaigns, and Hub Publisher, a digital publishing platform – enable it to play a major role with international advertisers seeking efficient, low-cost publishing and administrative systems for worldwide campaigns. Based in Puteaux, in the heart of "Havas Village", and a member of the HPS international network, Havas Publishing Services is backed by around one hundred advertising publishing experts including project managers, graphic artists, computer graphic designers, developers, production managers, artistic directors, retouching designers, etc. Havas Publishing Services clients include over 200 key accounts such as Air France, SFR, Accor, Berluti, Citroën, Canal+, Evian, Crédit Agricole, DCNS, Danone, EDF, La Poste, Kering, McDonald's, LVMH, Unibail-Rodamco, Orange, Peugeot, Lacoste, etc. Havas Publishing Services is a member of the Advertising Production delegation of the AACC (French Advertising Agencies Association).

Press contact :

Didier Le Bagousse : 01 58 47 80 20 – didier.lebagousse@havasww.com