



MONACO
SYMPOSIUM ON LUXURY

Havas LuxHub
About Us
+A Few Ideas...

7 April 2016

Vision

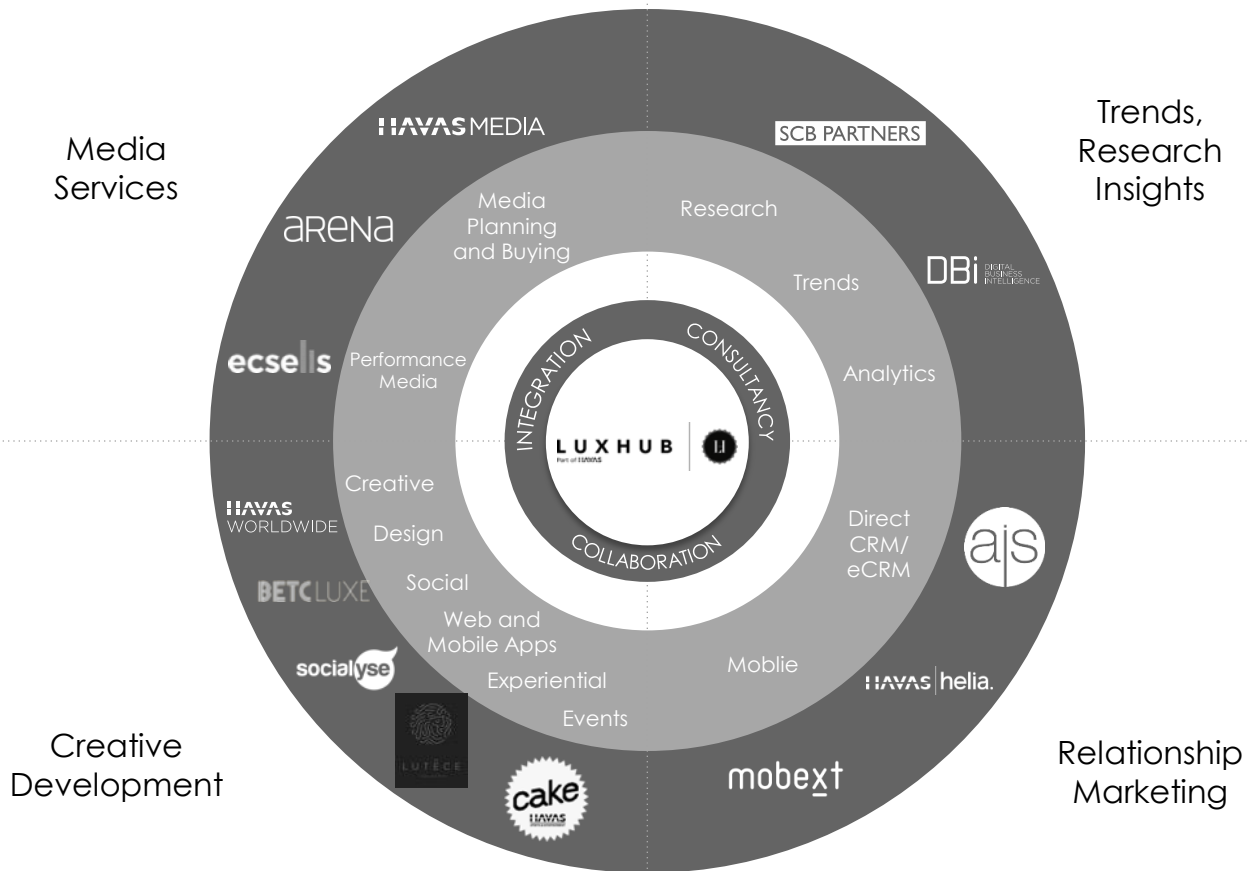
To be the world's best company at creating **meaningful connections** between consumers and luxury brands, using creativity, media, and innovation.



Anywhere
You Need Us

Havas
16,000 People
120 Countries
LuxHub
9 Markets

**LuxHub:
Consultancy
Integration
Collaboration**



5 lessons technology can teach modern luxury brands



THINK LIKE A
PLATFORM



KNOW YOUR
DATA



STORE IS A
MARKETING
CHANNEL



ORGANISE FOR
INNOVATION



KNOW YOUR
CUSTOMER

Communication needs to shift

FROM

TO

messages



lifestyle codes

media silos



integrated marketing

in-store



omnichannel retail

advertising



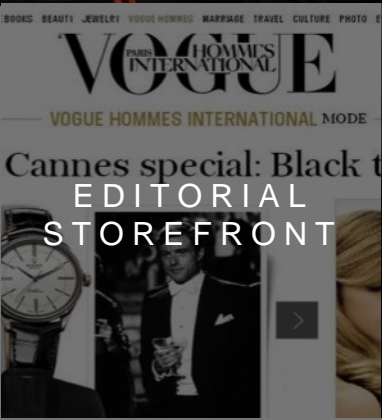
experience promise

product



narrative

10 Key Topics in Luxury



LUXHUB
Part of HAVAS



Tammy Smulders
Global Managing Director

+44 20 3567 8077

+44 7867 908 290

tammy.smulders@havasluxhub.com