



## **Carat released its latest forecasts for worldwide advertising expenditure in 2015 and 2016.**



Carat predicted positive outlook in 2016 with global growth of +4.7% and US\$25 billion upsurge in advertising spend, also confirming solid growth in Digital and Mobile.





Dentsu Aegis Network hosted a strong line-up of main stage seminars at Advertising Week in New York: 360i, Amnet, Carat, Dentsu, Fetch, Isobar, mcgarrybowen, Posterscope and Vizeum among the top speakers at the event.



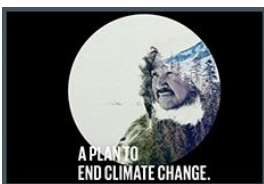
Dentsu Aegis Network showcased disruptive technologies and digital innovation at this year's 'dmexco' conference in Cologne, Germany.



BBC Worldwide Australia and New Zealand appointed Vizeum Australia as its new media agency partner.



## New Business & Latest Work



Posterscope partnered with Project Everyone in the world's largest advertising campaign.



Carat was appointed by Iberia airline to launch the brand's first smartwatch advertising campaign in Spain.



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Audi appointed Dentsu Hong Kong as its new creative agency of record.



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Singapore Airlines retained Dentsu Mobius as its global social media agency.



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BMW partnered with Posterscope and Carat Malaysia in a new OOH campaign to track audience's mobility patterns in real time.



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Isobar France won the Facebook social media mandate for Pernod Ricard's brand Malibu.



Dentsu Aegis Network took centre stage at 'Spikes Asia' Festival with seminars by Carat, Dentsu, mcgarrybowen, Isobar, iProspect and Vizeum. 47 awards were received collectively by Dentsu Group.



Mani RK (Carat China), Shayne Garcia (iProspect Philippines) and Eric Hallander (Isobar Australia) have all been named in Campaign Asia's '40 Under 40', the annual listing that groups the region's top strategic thinkers and creatives.



iProspect won top industry awards in September: 'Agency of the Year' by the Asia Customer Engagement Forum (India), 29 'W3 Awards' (South Africa) and four 'Performance Awards' by the IAB (Norway) including one in collaboration with Carat.



Isobar US took home three top 'WebAwards' by the Web Marketing Association, for the LEGO and adidas websites.



Elise Mitchell, CEO and Founder of Mitchell Communications Group, was featured in Forbes's list '10 Keynote Speakers Keeping you Ahead of Digital Marketing Trends'.



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mcgarrybowen UK won two CLIO awards for Honda 'Endless Road' and Weedol Pathclear 'I'm Weeding Right Now' campaigns.

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## People



Stephen Whyte was appointed UK CEO of Posterscope, PSLive and PSI.

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Sanjay Nazerali, Chief Strategy Officer of Carat, shared his views with M&M Global on building trust in the digital age.

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Sylvia Tassan Toffola has been appointed CEO of Amplifi France, after 12 successful years at Dentsu Aegis Network.

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Alex Carr has been appointed as Managing Director of BWM Dentsu (Sydney).



Vizeum Global President Thomas Le Thierry discussed how to take a holistic view to global trends with M&M Global at dmexco.



Nick Bailey, CEO and Executive Creative Director of Isobar UK, was appointed co-founding member of 'PrideAM', the first LGBT leadership group for the advertising industry.



## Responsibility



Dentsu Aegis Network received a gold award for its work with the charity Movember at the 2015 Corporate Engagement Awards (UK), as 'best pro bono work for a charitable, social or ethical cause'.





Dentsu Aegis Network Argentina supported the World Heart Federation's online campaign 'Heart Selfies' to celebrate the World Heart Day on 29 September.



iProspect Australia took part in the Oxfam Trailwalker, a challenging 100km hike to raise vital funds to support people living in poverty around the world.



## Extras

**dentsu**  
**ÆGIS**  
network

Anthony Groves and Robert Baldwin have been promoted to Group Commercial Director and Chief Financial Officer respectively for Dentsu Aegis Network Global Clients.



Posterscope Germany launched Europe's largest interactive multi-media wall during the Reeperbahn Music Festival in Hamburg, Germany.



**M&M**  
**GLOBAL**

Tia Castagno, Vizeum Global's Head of Innovation, discussed video and mobile advertising at M&M Global's first ever thought leadership round table in London.



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[www.dentsuaegisnetwork.com](http://www.dentsuaegisnetwork.com)

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