The Havas PR Global Collective is made up of 1,200 PR pros who work in more than two dozen best-in-class PR agencies worldwide. Our Collective likes to say that we’re “networked” rather than “a network,” symbolizing our communal, supportive state of mind and way of working.

We were the most awarded agency network at the Bulldog Reporter Not-for-Profits 2014. At PRWeek’s inaugural Global awards, we won four awards and had an additional five on the shortlist. We were the second-most-winningest network at Cannes Lions 2013, with nine winners.

Led by PRWeek’s Global Agency Pro of the Year 2014, we are the world’s ninth-largest agency network. In most markets, we are ranked among the top five agencies in size and/or creativity, but probably both—from France (No. 1) to Australia (most awarded in Australia, New Zealand and across Asia) and points in between.

In 2014, we launched the Havas Worldwide Climate Practice based on extensive global experience in environmental and public affairs, including massive positive results from our award-winning work for the United Nations Foundation.

We are passionate risk takers, trendsetters, style leaders—not cookie-cutter thinkers. Cause, collaboration, creation are part of all we do.

Our agencies look for social patterns to help clients see what’s in the air & how to leverage those trends/movements into future headlines.

Havas PR’s strategic process is based around finding the ultimate sweet spot where consumer, category & brand insights intersect.

Through our Red Thread framework, we weave a global narrative that drives behavior change & puts clients at the center of cultural storms.


We’re …

#COLLABORATORS
#NEWSCREATORs
#FUTURECREATORs
#STORYTELLERS

These are some of our current shared clients.

“We don’t wait for the next headline; we newscraft it for our clients.” —Global Chair Marian Salzman