

Havas Worldwide Appoints Dustin Duke and Jon Wagner as Group Creative Directors

Written by Australian Business

NEW YORK, Jan. 13, 2014 /PRNewswire/ -- Havas Worldwide, a leading integrated communications agency, today announced that award-winning creatives Dustin Duke and Jon Wagner will join the agency as Group Creative Directors in the New York office. Duke and Wagner will oversee work for all Reckitt Benckiser brands led out of Havas Worldwide's New York headquarters.

Duke and Wagner join Havas Worldwide from Ogilvy & Mather where they created noteworthy campaigns for American Express, IKEA, Coca-Cola, and Time Warner Cable. During their eight-year tenure at Ogilvy, Duke and Wagner helped lead the repositioning of IKEA and the transformation of Time Warner Cable from a utility company into a multiplatform media and entertainment brand.

"Dustin and Jon are brilliant craftsmen and immensely entertaining storytellers. They create the kind of work that doesn't just insert itself into popular culture, it leads it. I'm thrilled they'll be bringing their unique talents to bear on all the iconic brands within the Reckitt Benckiser portfolio," said Darren Moran, Chief Creative Officer of Havas Worldwide North America and New York

Much lauded for their powerful storytelling and highly entertaining work, one of their most notable creative successes is the American Express "Animals" commercial featuring Ellen DeGeneres, which earned them the coveted Emmy Award for Best Commercial, one of three Emmy nominations they've received in their careers. Other creative honors include awards from

Havas Worldwide Appoints Dustin Duke and Jon Wagner as Group Creative Directors

Written by Australian Business

Cannes

, The One Show, Art Directors Club and D&AD. Duke and Wagner's work is also showcased in the permanent collection of MoMA and Cooper-Hewitt, National Design Museum.

Dustin Duke and Jon Wagner started their careers at Ammirati and McKinney & Silver, respectively, before joining forces at Lowe and Partners, part of Interpublic Group, in 2004.

Havas Worldwide Havas Worldwide, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both *Advertising Age* and *Campaign* in the same year. The Havas Worldwide network is made up of 11,000 employees in 316 offices in 120 cities and 75 countries, and provides advertising, marketing, corporate communications, and digital and social media solutions to clients, including Air France, BNP Paribas, Citigroup, Danone Group, IBM, Lacoste, Merck, Mondelez International, Pernod Ricard, PSA Peugeot Citroen, Reckitt Benckiser, Sanofi, and Volvo. Headquartered in New York, Havas Worldwide is the largest unit of the Havas group, a world leader in communications (Euronext Paris SA: HAV.PA).

Contact: Yvonne Bond Global Communications Director Havas Worldwide (212) 886-2035 Yvonne.Bond@havasww.com

SOURCE Havas Worldwide