



PRESS RELEASE

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THE WORLD'S MOST AWARDED CAMPAIGN IN 2021 WAS 'UNDERCOVER AVATAR' BY HAVAS SPORTS & ENTERTAINMENT

French creativity at the top of WARC's global media agency ranking

Havas Group is proud to announce that the campaign Undercover Avatar, created, produced and executed by its French agency Havas Sports & Entertainment on behalf of the child welfare association L'Enfant Bleu, has been named the world's most awarded campaign in 2021 in the WARC annual ranking of the most awarded media campaigns of the year.

The campaign helped children who were victims of abuse by using the power of the video game Fortnite while highlighting the role of video games in raising awareness of this dramatic social phenomenon during the periods of lock-down. The campaign was supported by the French government and the European commission and used by the police force.

Thanks to this campaign, Havas Sports & Entertainment is now one of the top 5 most awarded agencies in the world and contributes to the presence of French agencies in the top 10 most awarded countries.

Stéphane Guerry, President, Havas Sports & Entertainment Paris, said: *"By freezing all sports and entertainment events, Covid-19 could have seriously damaged our agency, but our teams turned it into an opportunity and put their heart and soul into becoming one of the world's leading creative and innovative agencies. That's what Havas Sports & Entertainment is all about!"*

David Tiltman, SVP, Content, WARC, said: *"The WARC Media 100 shows the growing influence of gaming on the media landscape. More clients are showing an understanding of the nuances of gaming beyond simple product placement or ads in games. Top campaign L'Enfant Bleu created an avatar within video game Fortnite that allowed children at risk of abuse to talk in confidence without their parents' knowledge."*

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About Havas Group

Havas is one of the world's largest global communications groups. founded in 1835 in Paris, the Group employs 20,000 people in more than 100 countries and operates through its three business units covering all communication activities. Havas Group's mission is to make a meaningful difference to brands, businesses and people. To better anticipate client needs, Havas has adopted a fully integrated model through its 60+ Havas Villages around the world. In these villages, creative, media and healthcare & wellness teams work together, ensuring agility and a seamless experience for clients. We are committed to building a diverse culture where everybody feels they belong, can be themselves, thrive and grow. Havas Group integrated into vivendi in December 2017. Further information about Havas Group is available on the company's website: havasgroup.com [#meaningfuldifference](#)

About Havas Sports & Entertainment

Havas Sports & Entertainment is Havas Group's global brand engagement agency. We believe in the power of passion as a link between fans and brands. Our ambition is to create, design and implement tailor-made, meaningful, impactful and sustainable engagement solutions for brands. We operate in the worlds of sport, cinema, music, video games, fashion, art and gastronomy by creating and delivering unique content and experiences to consumers. The agency's references include: Orange, Accor, Coca-Cola, GMF, Française des Jeux, Oppo, BKT, the SPA, Alpine, ASICS, France Télévisions, Louis Vuitton, Nissan, UEFA, Fédération Française de Rugby, etc. For more information: <https://www.havas-se.fr>

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