



PRESS RELEASE

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## **Havas launches experiential marketing arm, Havas Play, in Belgium with DIGIZIK acquisition**

*Leading entertainment marketing agency DIGIZIK reinforces Havas Play's global leadership in entertainment and culture and enhances Havas' integrated Village offering in Belgium*



*Left to right: Grégory Lefillatre and François Charles, Founders and Co-Managing Directors of DIGIZIK by Havas Play.*

Havas is pleased to announce the acquisition of DIGIZIK, a pioneering agency specializing in entertainment, music, and culture. DIGIZIK joins Havas Media Network's experiential marketing arm, Havas Play, and will operate as 'DIGIZIK by Havas Play', marking the launch of Havas Play in Belgium. This strategic move expands Havas' global Play network dedicated to creating content and experiences that connect people and brands through the passions that move them – music, sport, gaming, fashion and lifestyle. It also positions Havas as the go-to partner for brands seeking to connect with Belgian consumers through culture and entertainment.

Founded in 2011 by François Charles and Grégory Lefillatre, DIGIZIK has become a benchmark in entertainment marketing in Belgium, positioning itself as a team of 'Culture Shapers' that harness the power of music and entertainment to craft authentic stories and experiences that influence society. The agency brings together a team of renowned specialists and a strong, well-connected network spanning key players in both the Belgian and international cultural scenes.

Today, the agency works with about thirty active clients and has recently expanded into fashion, lifestyle, food, and sports. DIGIZIK's portfolio includes major clients such as Universal Music, BNP Paribas Fortis, Red Bull, Warner Music, Picon (Campari Group), Hey! (Orange), John Martin Brewery, and G-shock (Casio) as well as RTBF and STIB/MIVB. DIGIZIK has also produced event content with leading Francophone artists, including Stromae, Angèle, Bigflo & Oli, Major Lazer, and Justice, among other emerging talents.

This addition strengthens Havas' integrated Village offering in Belgium, bringing together media, creative, and strategic expertise to deliver tailored solutions for clients. Havas Belgium unites Havas Media Network Belgium, led by co-CEO Hugues Rey, and Boondoggle Havas, a full-service creative agency led by co-CEO Stijn Cox, alongside H/Advisors Brussels for strategic communications and public affairs headed by Helena Walsh. With DIGIZIK launching Havas Play, cultural creativity will complement these services and be powered by Converged.AI, Havas' global tech platform.

"I am thrilled to welcome François, Grégory and the entire DIGIZIK team to the Havas family. This acquisition perfectly illustrates our Converged.AI strategy: integrating creative excellence, capabilities and talent with the power of our AI-driven technology and data. With DIGIZIK joining Havas Play, we unite global activation expertise with DIGIZIK's unrivaled expertise in music, entertainment and cultural storytelling, bringing world-class creativity and innovation to the Belgian market," declared **Yannick Bolloré**, Chairman and CEO of Havas.

"This is a unique opportunity to elevate DIGIZIK to a new level. With DIGIZIK's legacy, Havas Play's global expertise in activating major cultural and sports properties, and the power of Converged.AI, we are ideally positioned to help our clients transform audiences into engaged communities and create memorable experiences at the intersection of entertainment and culture," said **François Charles** and **Grégory Lefillatre**, now Co-Managing Directors of DIGIZIK by Havas Play.

"This acquisition firmly establishes Havas Belgium in entertainment marketing. DIGIZIK represents the genuine connection between brands and passionate audiences. Our approach is built on three complementary levers: Connection, to identify relevant cultural insights; Control, to orchestrate touchpoints at the right moment; and Content, to deliver what audiences truly seek. This integration transforms creative promise into measurable performance," added **Hugues Rey**, Co-CEO of Havas Belgium.

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**About Havas**

Founded in 1835 in Paris, Havas is one of the world's largest global communications groups, with nearly 23,000 people operating in over 100 markets and sharing one mission: to make a meaningful difference to brands, businesses, and people. To meet the needs of its clients, Havas has developed a seamlessly integrated strategy and operating system, Converged.AI, fusing all its global expertise, tools and capabilities, to create, produce, and distribute real-time, optimized, and personalized marketing solutions at scale. With inspired human ideas at the heart of this unique model, supercharged by the latest data, technology and AI, the teams work together with agility and in perfect synergy within Havas Villages to provide clients with tailor-made solutions that support them in their positive transformation. Havas is committed to building an inclusive and equitable workplace, that prioritizes the well-being and professional development of its talents. Further information about Havas is available at [www.havas.com](http://www.havas.com).

**About Havas Play**

Havas Play helps brands earn their place in culture and turn it into growth. We connect people and brands through the passions that move them —music, sport, gaming, fashion and lifestyle —by building playgrounds: living, transmedia systems where ideas travel across platforms, partners and moments. We operate within culture, not around it, starting with people, then shaping solutions that deliver both relevance and results. We deliver solutions across Cultural Navigation, Branded Content, Live & Experiential IP, Social & Influence, Partnerships & Sponsorships; deployed as modules in one connected system —so ideas travel, scale, and perform. Powered by Converged.AI, we're collaboration -first and partner -agnostic — plugging into client ecosystems to accelerate what works and scale what matters. Across categories, our clients include, LVMH, BKT, Canal+, Carrefour, Coca -Cola, COTY, EE, Fidelity, Harman, Hyundai, Kia, L'Or, LIV Golf, Domino's Pizza, Adidas, UEFA, Orange, Paris 2024 (Olympics), Puma, Red Bull, UEFA, Unilever, America's Cup and World Rugby among others. For more information, visit the website or follow Havas Play on LinkedIn @Havas Play or Instagram @havas\_play.

**About DIGIZIK**

Founded in 2011 by François Charles and Grégory Lefillatre, DIGIZIK is an agency specializing in entertainment, music, and culture, positioning itself as "Culture Shapers." The agency harnesses the power of music and entertainment to create authentic stories and impactful experiences that serve its clients' business objectives. DIGIZIK offers integrated expertise in Strategy, Creative, Media Production, and Talent, with a unique focus on the Entertainment, Culture, and Lifestyle sectors. Following its acquisition by Havas, the agency has been renamed DIGIZIK by Havas Play. For more visit: [www.digizik.com](http://www.digizik.com)