



PRESS RELEASE

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Havas strengthens experiential marketing arm, Havas Play, in Germany with Styleheads acquisition



From left to right: Jan Altmeyer, Chief Transformation Officer, Havas Media; Denise Föhr, Head of Innovation, Havas Play; Nina Belgardt, Executive Director Comms & Creator Relations, Styleheads; Melanie Kurzbuch, Executive Creative Director, Styleheads; Julia Nguyen, Executive Director Production, Styleheads; Birgit Ulber, Head of Content & Special Ads, Havas Play; Steffen Gottwald, CCO & Co-Founder, Styleheads; Eike Faecks, CEO & Co-Founder, Styleheads; Sven Traichel, CEO, Havas Media; Dustin Lyson, Executive Creative Director, Styleheads

Havas is pleased to announce the acquisition of leading Berlin-based cultural marketing agency Styleheads. Recognized for its strengths in cultural marketing, creator relations, and live activations, Styleheads will join Havas Media Network in Germany, where it will expand the capabilities of Havas' global Play network. This integration will further support Havas Play's mission to create content and experiences that connect people and brands through the passions that move them – music, sport, gaming, fashion and lifestyle.

As part of this integration, Havas Play and Styleheads will be brought together under a single leadership structure led by Styleheads Managing Director Eike Faecks, who will assume strategic and operational leadership of Havas Play across all German locations, unifying the Group's activation, creator expertise, and cultural marketing under one vision.

Founded in 2001, Styleheads is a full-service communications agency specializing in cultural marketing. The agency develops campaigns, events, and creator partnerships for leading brands across the fashion, lifestyle, FMCG, and entertainment sectors.

For Styleheads, joining Havas provides access to the Group's global resources and network while preserving the agency's cultural roots, Berlin base, and independent brand identity. The combined model brings together Styleheads' strengths in culture, creators, and live activations with Havas Media's integrated approach across media, data, and strategy, offering clients a more powerful and culturally relevant activation proposition.

“I am delighted to welcome Eike Faecks and the entire Styleheads team to the Havas family. Their leadership in cultural marketing and creator-driven activations perfectly aligns with our ambition to build the most innovative and culturally relevant activation offer in the market. By joining forces with Havas Play, we are strengthening our experiential marketing vision in Germany and bringing even greater cultural relevance, creativity, and innovation to our clients,” said **Yannick Bolloré**, Chairman and CEO of Havas.

“With Styleheads, we are not only gaining one of the most innovative agencies in cultural marketing, but also the expertise to take our activation unit to the next level,” said **Sven Traichel**, CEO and Country Manager of Havas Media Germany. “Placing Havas Play under their leadership reflects the high quality and added value their team brings.”

“We were looking for a partner who shares our philosophy while giving us room to grow,” added **Eike Faecks**, Managing Director of Styleheads. “With Havas Media, we can combine our strengths in cultural marketing, full-service communications, activations, and creator relations with media expertise and international reach. Taking on the leadership of Havas Play is a strong signal of confidence and a compelling next chapter for our team.”

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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 in over 100 countries. With the ambition to help brands unlock Growth, Powered by Desire, Havas brings together creativity, media, technology and production capabilities to build strong, desirable brands that people genuinely want to engage with. Its integrated model is supported by Converged.AI, the Group’s operating system that unifies data, technology and AI to deliver optimized, scalable marketing solutions across the full customer journey. AI-driven, fueled by human ingenuity, and grounded in the belief that desire drives both brand performance and business outcomes, Havas teams collaborate within Havas Villages worldwide to cultivate reputation, relevance and long-term preference for clients. Havas is equally committed to its people, fostering inclusive, responsible and inspiring workplaces where talent can thrive, because desire also starts from within. Further information is available at www.havas.com.

About Styleheads

Styleheads is a full-service communications agency specializing in cultural marketing. Based in Berlin, the agency develops campaigns, events, and creator partnerships for brands across the fashion, lifestyle, FMCG, and entertainment sectors. For more visit www.styleheads.de/en/home.