

Maxus UK



BILLINGS (\$M)

Maxus: 1,220
GroupM: 11,006

RANKING

Maxus: #8
GroupM : #1

STAFF

308

OFFICES

1

NICK BAUGHAN

CEO, Maxus UK

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ABOUT MAXUS UK

In the 5 years of Maxus UK we have rapidly grown to become the UK's 8th largest media agency with nearly £400 million in media billings and over 300 people working across diverse disciplines such as media strategy & futures, effectiveness & data and bespoke partnerships through our dedicated custom content division Chorus.

Our philosophy is to enable our clients to capitalise on an ever evolving media landscape by **Leading Change**. It shapes our work with clients, such as our award winning partnerships between ITN & Barclays for Life Skills, or

programmatic driven performance campaigns for BT. It also characterises the structure of our business where we have moved to client centric hubs that incorporate planning and activation (video, display and performance) all underpinned by specialist data and technology practitioners.

Our approach to planning rests on a suite of best in class proprietary tools such as our **Change Planning** process and supporting digital platform, **Resolve**, our channel planning system and **Precision** tool for allocating budgets across brand portfolios. All of which are designed to simplify planning for our clients and enrich their campaigns.

Alphabeta,
5th Floor
14-18 Finsbury
Square
London EC2A 2AH
+44 20 7025 3900
maxusglobal.co.uk

TOP 5 CLIENTS



Maxus Global



BILLINGS (\$M)

Maxus: 11,341
GroupM: 106,041

RANKING

Maxus: #12
GroupM: #1

STAFF

2976

OFFICES

70

MARKETS

55

LINDSAY PATTISON

Worldwide CEO

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ABOUT MAXUS GLOBAL

Welcome to Maxus, the fastest growing media agency network over the past 5 years and proudly part of WPP and GroupM.

What makes us different? We **Lead Change** for our clients, regardless of their size. Our clients are made up of local and multi-market assignments across most categories. These clients consistently rate Maxus **15% higher** than the industry average in client satisfaction scores. They come to us for our point of view on the technological challenges they must rise to.

Our people share a common culture of **P.A.C.E** – passion,

agility, collaboration and entrepreneurialism – wherever around the globe you meet us.

We bring clarity in an age of complexity via pragmatism and proof; by delivering clients controlled innovation and by being fixated on brilliant media execution. We deliver this via a globalised, proprietary and cloud-based planning system called **Change Planning**, which humanises and simplifies any brief, in any category by asking key questions: why, how and what. We deliver faster strategies and better executions by using the most advanced techniques and best in class data sources.

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TOP 5 CLIENTS:



L'ORÉAL