Beat: Business

FRENCH ADVERTISING LEGEND JACQUES SEGUELA GUEST OF CHINESE BUSINESS CLUB

HOTEL LE COLLECTIONNEUR - PARIS

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USPA NEWS - Chinese Business Club, created in Paris by Harold PARISOT, aims to develop and strengthen economics and friendly link between China and France and increase Bilateral Investments. Most Chinese Companies are present during the Official lunches organized by the Chinese Business Club.... On December 16, 2021 @ The Hotel Collectionneur in Paris, was organized a Business Lunch with French Advertising Legend Jacques SEGUELA as Guest.

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Having entered the World of Advertising in the 1960s, following a successful journalism career with Paris Match and France-Soir, Jacques Séguéla launched Advertising Agency Roux-Seguela in 1970, which later became RSCG, and then Euro RSCG after a Merger with Eurocom in 1991. Eventually, in 2012, the Brand was renamed as Havas Worldwide. Jacques Seguela is currently the Director.

- The Strategy of Havas Group is based in Four Main Pillars:

* One common vision: “Meaningful Brand Idea“
* The Havas Village Model
* Talent
* The Power of Vivendi

- Havas is organised into Three Main Business Units:

* A business unit focused on creativity
* A business unit that builds world class Media Experience.
* A business unit focused on Health and Wellness Communication

Famous for his Successful Presidential Campaigns for François Mitterrand with the Slogans "The Tranquil Force", and "Generation Mitterrand", Jacques Séguéla is a Flamboyant and Outspoken Character who has been defined as the Poet of Merchandising and a Shameless Self-Promoter.... His Campaign for "Produits Libres" for the Supermarket Chain Carrefour in France was judged the Best Advertising Campaign of the last 30 years by the French Public. At 45 he published his First Book on the Advertising Profession (Don't Tell My Mother I Work in Advertising: She Thinks I Play Piano in a Brothel).

Nevertheless, he has a Word of Caution in a world where Tech dominates the Conversation. He was born in the old days of Advertising. Also, he was in this Business before Television, Computers, Mobiles, Data, AI. As we go Digital, we must take care not to become Numbers, losing the Essence of Humanity”. We need to be Hybrid and bring Technology and Creativity together.

Source: December 16, 2021 @ Hotel Le Collectionneur in Paris. Chinese Business Club.

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