

ARC LONDON

Cheat Sheet 1 of 2

Address 82 Baker Street, London, W1U 6AE

Telephone number +44 (0)20 7421 1750

Email hello@arcww.co.uk

Year agency established 1968

Agency registered No. 926351

Web address www.arcww.co.uk

History Originally founded in 1968 as IMP Arc was established in 2004 as the main marketing services brand and until recently operated as a subsidiary of the Leo Burnett Company, also part of Paris-based Publicis Groupe, the world's fourth largest communications company. In 2016, Publicis Groupe established Arc as the global shopper network for the Groupe. It now incorporates all of Publicis specialist shopper capabilities including Saatchi & Saatchi X and Vivid Brand. The company has won numerous marketing awards around the world and been heralded as a "pioneer on the frontier of marketing" for its ability to engage consumers through new mediums. Arc is the 2016 IPM Agency of the Year.

No of full-time staff 85

Disciplines Shopper, Retail, Experiential, Field Marketing, Promotional, B2B, CRM, Direct, Digital, Sponsorship and Content

Key clients Coca-Cola , EE, Jeep, McDonald's, Molson Coors, Mondelez, P&G, Pernod Ricard

Industry trade body memberships DMA, MAA and IPM



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Group Partners

Leo Burnett, Saatchi & Saatchi, Publicis London, Prodigious (production),
Chemistry (crm), August (content), MSL (pr), Poke (digital),
Drugstore (innovation), Sapient (technology)

ARC WORLDWIDE

Head office address

35 West Wacker Drive, Chicago, Illinois, 60601, USA

Telephone number

+1 312 220 3200

Email

nick.jones@arcww.com

Web address

www.arcww.com

Number of worldwide offices

29

No. of full time staff

1500

Disciplines

Shopper, Retail, Experiential, Promotional, B2B, CRM, Direct, Digital,
Sponsorship and Content

Key clients

Coca-Cola, McDonald's, Molson Coors and P&G