

## Full service marketing communications with a digital DNA

### Who we are

The FullSIX Group is a privately owned, leading independent European marketing communications group. Founded in 1998, we now operate 17 agencies in 8 countries on 3 continents, with around 100 M€ turnover for approx. 1000 people. Our group is built around 5 networks of agencies: FullSIX, Grand Union, 6:AM, OTO Research and eKino.

### What we believe

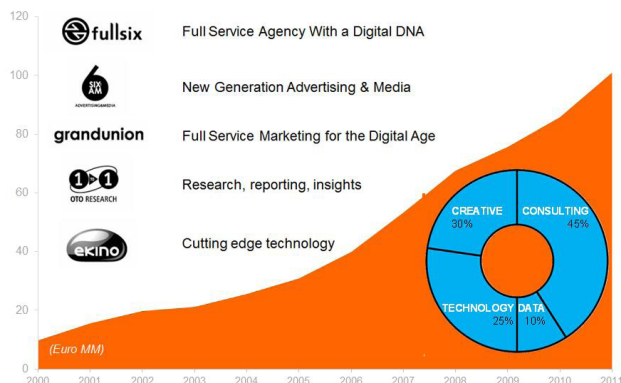
We believe that Digital has massively changed how consumers behave and how brands can think and act to win their hearts, minds and wallets. We also believe that this change is far more important than “just another channel” and that advertisers need a new generation of “digital native” marketing communications agencies to help them win in this fast changing and radically new environment.

### What we do

The FullSIX Group delivers integrated services, from strategy and brand building to campaign and platform execution including result measurement. As a Digital age agency, we bring cutting edge thinking and impeccable execution leveraging all communication and interaction channels for more effectiveness. But whether we build a website, an affiliate program or a TV campaign, we always do it putting creativity, innovation and result measurement at the service of a greater synchronization of brands and consumers to deliver optimized ROI.

### Who do we do it for?

We focus on blue chip clients for that believe that they need to change their marketing communications strategy and tactics to win in the Digital age. In 2010, our four networks (FullSIX, Grand Union, 6:AM, OTO Research and eKino) have managed more than 7000 projects for more than 300 clients



- Synchronized Marketing Strategy
- Brand Platforms 2.0
- Social Strategy
- Digital Strategy
- Integrated Advertising
- @lternative TV, Digital Advertising and Media
- Social Marketing, Content and Events
- Performance Based Media - Acquisition
- eCommerce
- Relationship marketing
- Websites, platforms and applications
- Mobile and Shopper Marketing
- Consumer Research
- Consumer Intelligence & Customer Clustering
- Analytics, Data & Performance
- Conversation tracking and analysis



### Contact

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