

Beat: Technology

## HAVAS PARIS LAUNCHES THE 1ST 100% INTEGRATED COMMUNICATION BASED ON AMO

### HAVAS BLOCKCHAIN TO SUPPORT BUSINESSES

Paris, Washington DC, 29.03.2018, 22:59 Time

**USPA NEWS** - Havas Paris, the communications agency chaired by Julien Carette, is launching a 100% integrated communication offer dedicated to supporting businesses and entrepreneurs in blockchain technologies. This offer (Website / Twitter / Telegram) is launched in partnership with Blockchain Partner, the French leader in support for blockchain technologies, and will be based on AMO, the world's leading network of corporate and financial communications.

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FABIEN AUFRECHTER IS A CONSULTANT AT HAVAS DEDICATED TO CRYPTOCURRENCY INVESTOR COMMUNITIES-----

Managed by Fabien Aufrechter, a consultant at Havas Paris, a specialized team dedicated to cryptocurrency investor communities, will bring together Havas Paris global communication consulting expertise and the power of the AMO network, particularly in Asia, a strategic hub for investments in ICO (Russia, Korea, Japan, Singapore, etc.) associated with the strategic, technical and legal advice of Blockchain Partner. Havas Blockchain is initially focused on the support of Initial Coin Offering (ICO), cryptocurrency fundraisers that have experienced strong growth since 2017 (\$ 5.6 billion raised in twelve months - source: Token Data) . In addition to ICOs, Havas Blockchain offers training, coaching, public affairs and global communication support services for companies in the blockchain ecosystem. This partnership, already operational, supports the ICO, scheduled for spring 2018, Talao, the first decentralized autonomous organization (DAO), developed on the blockchain Ethereum, allowing companies to mobilize internationally the best talent working freelance.

HAVAS BLOCKCHAIN'S COMMITMENT IS MADE BY TAKING TOKENS FROM THE HAVAS GROUP-----For Stephane Fouks, EVP Havas & Creative Havas and Advisor of Talao: "Our partnership with Blockchain Partner will provide comprehensive support for companies wishing to develop solutions based on blockchain technologies. We want to make the Havas Group a key player in this new economy. "-----

For Claire Balva, CEO of Blockchain Partner, "Havas Blockchain's expertise in communication and the group's international strength will allow the companies we support to give a new dimension to their blockchain projects. The agencies of the AMO network, particularly in Asia, will be invaluable for communicating directly with investors in cryptocurrencies ".

For Fabien Aufrechter, head of the Havas Blockchain offer: "As a historical leader in financial communication, Havas Paris naturally accompanies ICOs, which are expected to experience significant growth. This financial communication, aimed at both traditional investors and the crypto community, will be based more specifically on community engagement, social media and public relations. "

#### Article online:

<https://www.uspa24.com/bericht-12995/havas-paris-launches-the-1st-100-integrated-communication-based-on-am.html>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia Rachdi, Jedi Foster

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Official Federal Reg. No. 7442619