



October was a busy month for the network, with new business wins, awards and thought leadership & research. Read more from around Dentsu Aegis Network below.



Sanjay Nazerali, Carat Global Chief Strategy Officer, leads NY Ad Week panel on YouTube Influencers.



Dentsu Aegis welcomes leading products and service design studio Kraftwerk to the network.

Vizeum wins US, Europe and Africa media duties for AB InBev.



Dentsu Aegis Network launches Amplifi in Malaysia, now in 8 markets across Asia Pacific & 39 countries worldwide.



Dentsu Aegis & Twitter release research on maximizing ROI of promoted content, providing insights on where to invest.

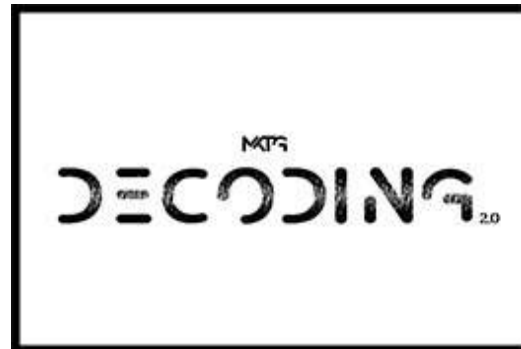


Vizeum releases latest in Trends Series, exploring our future relationship with machine learning.

360i US wins digital, social media, & customer relationship management duties for MINI.



Carat Australia wins L'Oreal media pitch, including buying, planning & strategy.



MKTG & SRi launch Decoding 2.0 study, sharing unique research into customer responsiveness to brand messaging in sponsorship.



360i US launches "The Open Mic Project" for Absolut Vodka in partnership with Rita Ora.

# PEOPLE



Isobar Australia promotes Erik Hallander to Managing Director.



Elise Mitchell, CEO of Mitchell, is named President of the ICCO.



Firstborn SVP of Content Development, Alex Krawitz speaks to ClickZ.



Antoine Dubois is named General Manager for iProspect France.



Stephen Whyte, Posterscope CEO, shares his view on



Claudia Colaferro, CEO of Dentsu Aegis LatAm, speaks to Globo TV on Hear Her Voice study.

mobile & OOH with  
Campaign.



Ramon Alonso, Director General of Amplifi, features in the "Think with Google Innovators" series.

# AWARDS & EVENTS



"We have to trust the machines and that's the trade off." Jeremy Hull, VP of Innovation at iProspect US, speaks at World Summit of Innovation in New York.



360i Europe wins big at the DADI awards including the Chairman's Award for driving sales using social.



Isobar Malaysia wins Gold at Spikes Asia and is named 'Country Agency of the Year'.



Dentsu Aegis Network Austria wins three IAB webAD awards for digital excellence.



Vizeum Germany combines event and influencer marketing for a new H&M campaign.



Carat, Posterscope and SesliHarfler - linked by Isobar Turkey, won Crystal Apple Awards.



MKTG hosts third Experience Economy seminar, focused on driving business value through sponsorship.



Posterscope and Dentsu Aegis work with the United Nations on the #goalkeepers17 campaign.





Dentsu Aegis' Alexandra Lima, UN Common Ground Coordinator, writes on charity whitewashing and why it's time for real change.



Dentsu Aegis & iProspect announce the second Female Foundry initiative which aims to mentor, develop & fund female entrepreneurs in Southeast Asia.



Isobar & PayPal Australia launch 'Shop with Bae' – the personal shopping chatbot.



Carat Germany retains the media budget of its longtime clients Beiersdorf and Tchibo.



360i launches dedicated Amazon marketing practice.