

Fact Sheet

Launched in mid-2006, Draftfcb is a new breed of agency—the first global, behavior-based, holistic marketing communications organization operating against a single P&L, one which places an equal emphasis on **creativity and accountability**.

6.5 Seconds That Matter

What It Is

6.5 Seconds That MatterSM is our litmus test for great work. Being able to engage the consumer and tell them something that matters specifically to them in the short time they are willing to give us.

How We Got There

Our research, with over 1,000 consumers, shows that they will give us an average of only 6.5 seconds to lean into and engage with a brand message. It's a brief window of opportunity, and we may not get a second chance, so we have to make it count.

How We Work and What We Deliver

Delivering the 6.5 Seconds That Matter **drives our structure and our culture**. There is no time to waste. No way to separate creativity from accountability. We all have a common focus, working in unison around a core strategy to bring to life the 6.5 Seconds that Matter to the consumer.

This requires **people who are insightful and enterprising**. People who share the ultimate objective of delivering engaging creative work that gives our clients a **Return on IdeasSM**, all powered by creating communications that truly matter to the consumer.

Clients

We work with more than **100 companies in the Global Fortune 500**. Some of our major clients include:

Boeing
Brown-Forman
Del Monte
Dow
Eli Lilly
General Motors
Haier
Hewlett-Packard
Johnson & Johnson
MilkPEP
MillerCoors

Levi-Strauss (Dockers)
Kmart
Kraft
Mattel/Fisher-Price
Merck
MoneyGram
Motorola
Nestle
Novartis
PACCAR

Pacific Gas & Electric
Qwest
Royal Caribbean
SC Johnson
Starbucks
State Farm
UnitedHealth Group
U.S. Census
Walt Disney
Yum! (Taco Bell and KFC)

Capabilities

Our capabilities include, but are not limited to, advertising, branding, strategic planning, CRM, data strategy and analytics, digital, direct, experiential, event/sponsorship, media planning, multicultural, retail, promotion, and DTC and professional healthcare communications.

People

With approximately **9,500 employees spanning 96 markets around the world**, Draftfcb is led by Executive Chairman Howard Draft, CEO and President Laurence Boschetto, Vice Chairman and Worldwide Chief Creative Officer Jonathan Harries and Chief Financial Officer Neil Miller.

Locations

Draftfcb's **global network** encompasses offices in 96 countries and includes dual headquarters spanning both Chicago and New York. Draftfcb is a member of the Interpublic Group of Companies (NYSE: IPG).