From Olympus to the future:

Reimagining the Agency















AN ENDLESS CREATIVITY TO TRANSFORM

The future is not only about creation but about TRANSFORMATION.

- Athena: STRATEGY that shapes VISION
- Hermes: CONNECTION that drives CULTURE
- Hephaestus: TECHNOLOGY as the engine of CREATIVITY
- Prometheus: INNOVATION that sparks TRANSFORMATION



What would you say to other brand leaders and CMOs about why you believe agencies bring real value?

Charley Stoney, EACA CEO Panel session, Little Black Book Beach, Cannes Lions, June 2025



because we [brands] both [with agencies] work to the same objectives but we get there differently and that's so important as we need that diversity of thinking for our brand and that's where agencies bring huge value.

Nabil Nasser, Global Head Heineken



HOW IS CO-CREATION REFLECTED IN WHAT EACA IS DOING?

- A partnership-driven approach
- A more sustainable industry
- Bringing innovations from outside
- WITH Brands & more:
 Championing Diversity in talent

References:

The Agency Selection Guiding Principles, VoxComm x WFA, June2025 EACA Cost of Pitching, 2025





ENDLESS CO-CREATIVITY WITH BRANDS

- Shared goals, different perspectives
- Collaboration shapes culture
- Partnership drives performance



ENDLESS CO-CREATIVITY WITH TECHNOLOGY

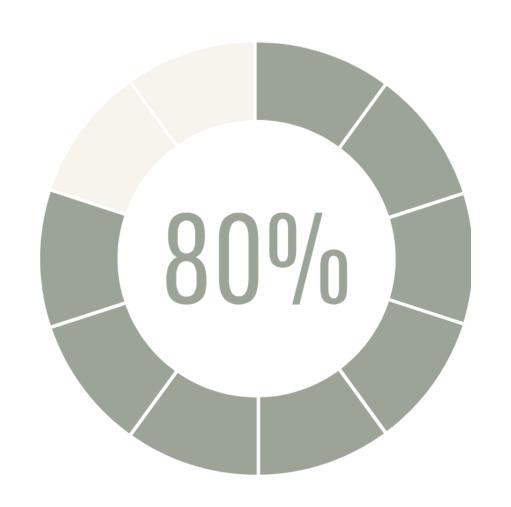
 Al x human: Not replacement, but enhancement

 Agencies integrating Al-powered tools are enabling faster processes

 Al frees up the agencies' creative and strategic brain

= the magic





of advertising executives believe generative AI would have a positive impact on the industry

Sources: <u>Generative AI and advertising agencies</u> worldwide - statistics & facts, 2025



Despite what you might hear on the Croisette, agencies are not going away. They will continue to play a key strategic role for brand advertisers.

Stephan Loerke, WFA CEO, Cannes Lions 2025



AGENCIES ARE THE NEW MYTHMAKERS

- Making a big impact with creative stories
- Boosted by the latest tech solutions
- Driving transformation in a shifting world



AND ARE **FAIRLY VALUED**...TO **CO-CREATE** THE FUTURE TOGETHER

The agency of the future does not belong to one person or one idea

IT BELONGS to ALL OF US!

It's an endless story. Let's go ahead and write a new one together

Thank You!

ευχαριστώ

