

MARKETING

LVMH picks Dentsu as new primary North American media agency

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LVMH conducted a review before making the decision. Image credit: Louis Vuitton

By STAFF REPORTS

French luxury group LVMH is ending its decade-long relationship with Havas Media, moving its media buying business to Dentsu Aegis Network.

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The decision was made after a careful review of the business partnership between Havas and LVMH as the group looked to maximize its media buying strategy. LVMH will be moving forward with Dentsu as its primary agency in North America for the foreseeable future.

Media strategy

As the largest luxury group in the world, LVMH has a wide reach and a large media budget.

The group reportedly spent more than \$400 million on media spending over the course of 2017.

For a group that big, LVMH wanted to make sure that it was getting the maximum utility out of its media spending.

LVMH recruited U.K. consulting company ID Comms to conduct a review of LVMH's spending on media buying and returns with Havas. After reviewing the data, LVMH made the decision to hire Dentsu to take over as its main agency.



LVMH saw a strong first half of 2018. Image credit: LVMH

LVMH saw a strong first half of 2018 with a 10 percent revenue lift, pushed by leather goods and fashion.

The group saw a total revenue of 21.8 billion euros, \$25 billion at current exchange, while organic growth jumped 12 percent compared to the same time period last year. The United States, Asia and Europe were the markets leading LVMH's growth ([see story](#)).

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