

Beat: Business

## Havas strengthens its presence in Canada by acquiring leading agency TP1

### Jan-Nicolas Vanderveken named President

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**USPA NEWS** - The Havas Group announced on June 7, the acquisition of TP1, a full-service digital agency in Montreal, Quebec, known for its strategic expertise in marketing and communications and its commitment to outstanding user experiences, open technologies and web accessibility...

The Havas Group announced on June 7, the acquisition of TP1, a full-service digital agency in Montreal, Quebec, known for its strategic expertise in marketing and communications and its commitment to outstanding user experiences, open technologies and web accessibility. The acquisition will increase Havas's full-service integrated offering in Quebec, with the enhanced digital capabilities of TP1.

Montreal, bringing with him 20 years of experience in communications and marketing. He will report to Helen Pak, CEO & Chief Creative Officer of Havas Worldwide Canada. Jan-Nicolas is a recognized thought leader and influencer across the digital, advertising and creative worlds. He is a long-time, active conference speaker on various subjects including creative agility, a board member of the Association of Creative Communications Agencies (A2C) and is involved in Montreal's cultural community.

Sébastien Moïse also joins Havas management team in Montreal as Vice-President of Client Services. An experienced advertising professional, on both the client and agency side, Sébastien joins from the Montreal agency Alfred, where he was the General Manager and was responsible for new business and providing client services for Familiprix and other accounts. Previously, he was Group Account Director at DentsuBos Toronto, where he led brands such as Lexus in Quebec and the Canada Dry Mott's portfolio across Canada.

In Canada, Havas Worldwide employs more than 200 people in its Montreal and Toronto offices, providing integrated marketing communications solutions to clients such as Alimentation Couche-Tard, Brandsource Canada, Groupe Jean Coutu, Home Hardware, LVMH, Merck Canada, New Balance and Sun Life.

Source : Havas Worldwide Canada

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