

NORTHERN HEMISPHERE
AUTUMN/WINTER 2022



Dare!

MIND YOU @ LANGUAGE.

HAVAS
GROUP

SPRING/SUMMER 2022
SOUTHERN HEMISPHERE

66

There's something to be said for the **polyglot**, an individual for whom, to the **perspicacious**, being **grandiloquent** has nothing to do with **gasconading**, nor simply the employment of **circumlocution** for the sake of being a **cynosure**.

And yes, to the **querulous**, our **hippopotomonstrosesquipedalian** manner of praise may seem overly **excogitated**, but, truly, this is no time to practice **abstentious equanimity**.

All we're trying to say, clearly, is that we're impressed by anyone with a **predilection** for multiple languages.

And if you want it even clearer, flip to the **second last page**.

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My Africa

YALIYOMO

Chapa zenye Maana
Tunazungumza lugha moja
Muundo wa Kikundi cha Havas
Yannick Bolloré anazungumza
Lugha ya ECC
Iweke safi
Lugha yetu ya upendo
Prosumer
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Nini katika jina?
Afrika yangu

สารบัญ

แบรนด์ที่มีความหมาย
เราพูดภาษาเดียวกัน
โครงสร้างกลุ่มฮาวาส
Yannick Bolloré พูด
ภาษาของ ECC
รักษาความสะอาด
ภาษารักของเรา
Prosumer
Vivendi
ชื่ออะไร
แอฟริกาของฉัน

IZIQULATHO

Iimpawu ezinentsingiselo
Sithetha ulwimi olunye
Ulwakhiwo lweQela leHavas
UYannick Bolloré uyathetha
Ulwimi lwe-ECC
Yigcine icocekile
Ulwimi lwethu lothando
Prosumer
Vivendi
Yintoni enegama?
IAfrika yam

コンテンツ

意味のあるブランド
私たちは同じ言語を話します
ハバスグループの体制
ヤニック・ボロレが語る
ECCの言語
清潔に保つ
私たちの愛の言語
Prosumer
Vivendi
名前って何？
私のアフリカ

INHALT

Aussagekräftige Marken



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ยี่สิบสี่



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二十二
二十四



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Dare! #8

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MAKING GROUP



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We believe

in
**Meaningful
BRANDS**

Because meaningful brands are better
for business and better for the world we live in.

We use the power of ideas,
creativity, media and entertainment,
to drive growth and to drive change,
helping brands better engage
with their communities
through authentic messages
and experiences,
helping businesses grow sustainably,
and, hopefully improve people's lives

That's why
WE EXIST.

We are here to make
a meaningful difference
to

brands

businesses

and
people.

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A close-up photograph of a glass jar of jam. The jar has a bright pink, ribbed screw-on lid. The label on the jar is hand-painted and features a teal oval background. Inside the oval, the words 'WE SPEAK' are written in yellow, 'the SAMBA' is written in black inside a yellow starburst, and 'LANGUAGE' is written in large, bold, pink letters with a thick orange outline. The jar is set against a dark, textured background.





**HAVAS
CREATIVE
GROUP**

*focused on:
creativity +
innovation*

**HAVAS GROUP
IS ORGANISED
INTO THREE MAIN
BUSINESS UNITS:
CREATIVE,
MEDIA
AND HEALTH
COMMUNICATION**

We believe creativity isn't just a description of our business, it's in our agencies' DNA.

By combining creative expertise with the strategic and innovative power of our Villages, we make a meaningful difference to the brands, the businesses and the lives of the people we work with.

We are a team of fabulously talented people spread across our Villages globally. The Village model allows us to build seamless teams around the individual needs of each of our clients, combining talent and expertise to collaborate and gang up on our clients' problems – from copywriters to user experience designers, data analysts, publicity experts, strategy directors, web developers, art directors, content producers and business consultants.

Our team hails from cities and countries all around the world, and from some of the industry's most creative and accomplished agencies, including: Arnold, Boondoggle, Buzzman, Camp + King, Conran Design Group, Havas Riverorchid, Host Havas, One Green Bean, Battery, ROSA PARIS, Gate One, W&Cie and BLKJ. These industry leaders are all part of the Havas Creative Network, but that's not all. We are also made up of Havas CX, our dedicated customer experience network, the Havas Edge global performance marketing network, the BETC Group, and H/Advisors — an international network of strategic communications consultancies.



Driven by human purpose and focused on the betterment of humanity through health, Havas Health & You leverages a global collection of experts and individuals to positively impact patient lives. With over 6000 leading experts in more than 70 countries, we use our scope and prowess to drive our mission of human purpose.

focused on:
health

Havas Health & You operates with a spirit rooted in innovation, creativity, exploration, communication, and education. The network helps brands and organisations to make a meaningful difference by building brands that inspire people to feel better. The global network's core entities include Havas Life, Health4Brands (H4B), Havas Lynx, Red Havas, HHCX, and dozens of speciality companies around the world.

With more than 9000 employees across 150 countries in 70+ villages worldwide, Havas Media Group consists of two global networks: Havas Media and Arena Media.

Our role at Havas is to create the best media experience, capitalising upon the most meaningful media to build more meaningful brands.

The media experience
(Mx)
agency

Meaningful media is trusted, engaging and influential. By understanding the media channels and moments that are most meaningful, we help brands reach the most engaged audiences and move consumers to action.

We deliver meaningful media experiences through Mx, our global operating methodology and strategic planning process, which sits at the heart of everything we do.



Many of us probably use the phrase “mind your language” fairly mindlessly, as a way to remind someone to speak politely. But what if we thought about the phrase differently — as a way to explore and challenge how the languages we hear and speak play a role in our lives?

When I think of the role language plays in our organisation, I can’t help but remember where we began. Charles Havas founded Havas nearly 200 years ago in Paris with the goal of translating foreign newspapers and creating a network of press correspondents — we were the first true news agency, and richness and diversity of language have been a core tenet of ours since the start. I have to imagine Charles would be proud of the global scale his small news agency has today — we comprise over 22 000 people in over 100 countries, and speak 207 distinct languages in total.

207 languages is an astounding number to me — even more so as this number does not even take into account dialects, nor does it represent the multiple languages spoken in many of our global agencies — as it is a direct representation of the diversity of ideas we are able to communicate. As a group devoted to the art of communication, how, why, and what we share is our most important currency, and language is the vehicle that makes the expression of all of our ideas possible.

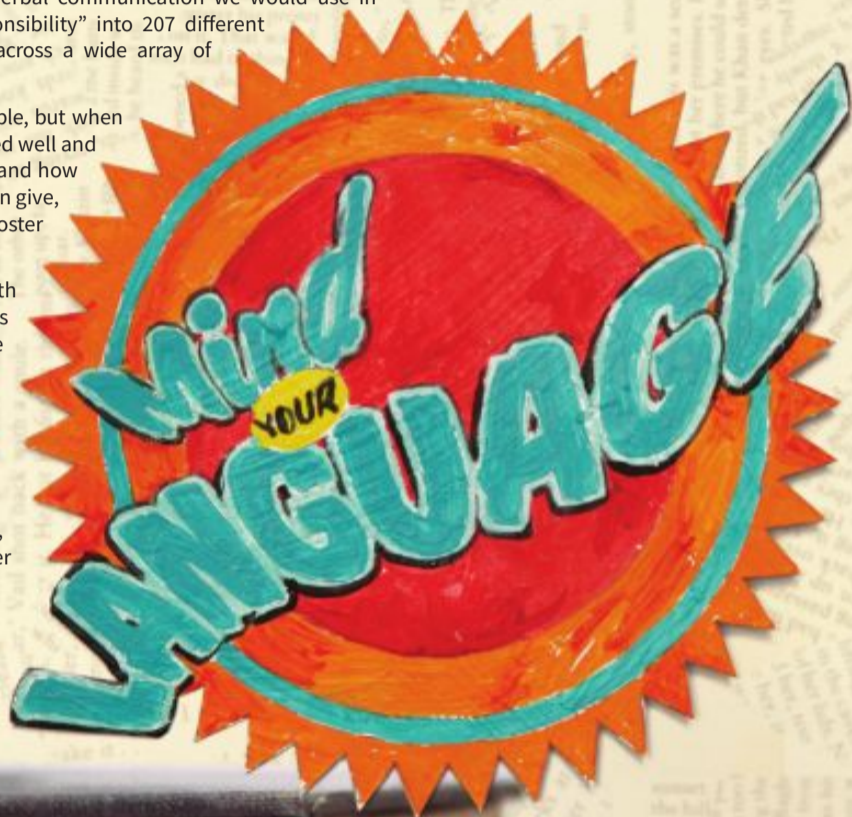
Having so many of the world’s languages at our disposal uniquely positions us to make real change in the world — yet it is a task that is not without its challenges. For the last few years, our global population has struggled with socioeconomic challenges, political conflicts, and preserving the health and wellness of as many people as possible. These issues raise key questions about the role language can play in reassuring people, making sure they understand a situation, and giving them hope in times of crisis. How can we communicate empathy over Teams without the nonverbal communication we would use in person? How do we translate “corporate social responsibility” into 207 different languages? Are emojis useful and culturally relevant across a wide array of different cultures?

These questions may seem vast, ambiguous, unanswerable, but when we get them right — when our communication is received well and betters the world — the time we have taken to understand how to communicate directly pays dividends in the aid we can give, the inspiration we can receive, and the trust we can foster between groups.

As an organisation of our size and scale, we have both the opportunity and the responsibility to help brands show empathy and respect to communities across the world by understanding not only their languages but the cultural nuances associated with them. We are given new ways to communicate by the day — think the Metaverse, which is growing in power and influence as we speak — and new challenges to overcome. Yet maintaining openness and willingness to understand one another, as I know our global network prioritises, goes a long way in making us a stronger, smarter, kinder community.

**Open your mind to language –
who knows where it might take us!**

Yannick Boffore



Yannick COLLOREFF

Chairman
& CEO
Havas Group





JACQUES
WORLDWIDE

GERMAN

ENGLISH

THE UNIVERSAL
LANGUAGE COMING
FROM THE HEART
AND SOUL

PRETENDS
TO SPEAK
A BIT OF
FRENCH

ERIC
HAVAS
GERMANY

FRENCH

ENGLISH

SPANISH

UNDERSTANDS
ITALIAN
(AND TRIES TO
SPEAK TO
LUIGI AND RO)

FABRICE
HAVAS PLAY

The EMEA CREATIVE COUNCIL

When I was asked to lead the EMEA Creative Council 6 years ago, my biggest goal was to find a common language for all members. That this language is creativity would have been far too simple. We must not forget that each member is a very experienced, highly awarded and respected creative. All are blessed with a special talent for evoking emotion and often creating the magic that turns brands into icons and people into fans. But, let's face it, creatives are also pretty sensitive people — some shy, some brash, some loud, some quiet. But all are very protective when it comes to talking about their own ideas. How do I know this? Well, I'm no exception...

We needed a safe environment to build trust, so the common language I was looking for was the language of openness and honesty. If we were able to both motivate and criticise each other, both support and question each other without fear of stepping on someone's toes, that would make a really strong team out of a bunch of super talented individuals.

Since then, it's been an incredible journey with stops in London, Amsterdam, Copenhagen, Dublin, Prague, Istanbul, Madrid, Paris, Vienna and finally, after three years of Teams meetings, ECC #10 in Lisbon. Over the years we grew in size, we grew in quality and success, but most of all we grew as a team practicing and profiting from that language of openness and honesty. In doing so, we are fortunate to have the one and only Jacques Seguela among us. He is not only a role model for each of us, but also the most passionate fighter for creativity at Havas and a master of the language that moves people. In Lisbon we tried to pay tribute to our living legend, but nothing beats the original.

I'm grateful for being part of this wonderful bunch and I can't wait for our next stop somewhere in one of our EMEA Offices. We have some challenges ahead of us, especially in the field of female creative leadership. With only Vicki and Antoinette as members of the ECC, and Sophie and Janna managing us in the award-world we know that this is not enough. But, as always, we will tackle it with openness and honesty.

Because that's how we do this.
—Eric Schoeffler

and the
language
of

openness

& honesty

PORTUGUESE

SPANISH

ENGLISH

SPANISH

ENGLISH
WITH E'S AND H'S
IN PLACES THEY
DON'T BELONG

JESUS
HAVAS SPAIN

FRENCH

ENGLISH

ITALIAN

NEAPOLITAN
DIALECT

ENGLISH

EVEN MEDICAL
ENGLISH
NO ONE ELSE
UNDERSTANDS

LUIGI AND RO
HAVAS MILAN

PAUL
HAVAS LYNX



FRENCH
ENGLISH
(WITH THAT SEXY
FRENCH ACCENT)

STEPHANE
HAVAS PARIS

ANTOINETTE
BETC PARIS

FRENCH
ENGLISH
ITALIAN

JEFF
ROSA PARIS

FRENCH
(BUT NOT FLUENTLY :))
ENGLISH

TURKISH
KURDISH
DIALECTS

VOLKAN
HAVAS TURKEY

PORTUGUESE
(BRAZILIAN)
ENGLISH

JOAO
HAVAS
MIDDLE EAST

FLUENT IN
ENGLISH
AND
WHATEVER IS
NECESSARY

VICKI
HAVAS LONDON

DUTCH
GERMAN
AND
A TINY BIT
OF FRENCH

REMCO
HAVAS LENZ
AMSTERDAM

ENGLISH

GOOD
COCKNEY
RHYMING
SLANG

ELLIOT
HAVAS LONDON



Lost in Translation

Keeping dirty words out of advertising seems easy enough. It's something those of us who write ********* copy for a living **manage** to do every single day. Usually without even trying. But what happens when your ********* brand name moves into a new market, and suddenly takes on a whole new meaning **in a different language**? ********* Not so easy now, is it? One massive company named one of their flagship products a word that sounded appropriately pleasant in English. What they didn't account for, though, was that, in Japan, the same word meant, um, a person's rear end. Whereas in Georgia (the country, not the US state famous for its peaches), it meant an entirely different body part. A generally very male one. *********

A major ********* automotive company ran into a similar, but very different, problem when they first tried to create a Chinese version of their brand name. The first version they settled on reportedly translated to something close to "rush to die". Maybe not an ideal choice for a car.

Just remember these the next time you have to do a translation and somebody suggests "just ********* use Google translate".



So **that's** what those are called...

Have you ever heard of a **&@*Sing** grawlix? If you haven't, you've definitely seen one. One sentence back, in fact. Grawlix are those little symbols you sometimes see that are used to replace swearing. Most often in comic books. Perhaps you, like us, remember seeing them in old Asterix books (which makes one wonder if there was a character called Grawlix). Apparently the word was coined by Mort Walker, the creator of the perpetually inoffensive Beetle Bailey.

May contain adult (representations of) language

Have you noticed how much emojis have changed over the years? In the early days, you had to work really hard, and use your imagination, if you wanted to use dirty words in a text. Things like **peaches**, **eggplants** and **water splashes** quickly entered common usage and found their way into the parlance of our times, used to represent, well, use your imagination.



Today's texters don't know how easy they have it. Firstly, all of those meanings have been firmly established by the generation before, to the point that everyone understands them. Secondly, and more importantly, the Unicode Consortium have seen fit to bless us with such useful emojis as the raised middle finger, the "chocolate swirl", and, one of our favourites, a delightful little head with a mouth full of grawlix.

An interesting thing about emojis, which you'll know if you've ever wanted to use them in an ad, is that the basic idea of each one isn't proprietary, but the specific designs usually are. So you can use a smiley or a laughing cry face wherever you want. But you're going to have to design your own if you don't want to pay for it.

HAVA
THUNDERWORD

The great Irish writer James Joyce used multiple languages to create the longest words in literature, which he called **thunderwords**. Joyce used these thunderwords to disrupt the narrative flow and call the reader's attention to an important development within the story. Inspired by Joyce, we've created a **Havas thunderword** from 20 different languages which serves as a declaration of the Havas philosophy of Meaningful Brands.

The word you are looking for is meaning

In the last century, 400 languages have gone extinct. If current trends continue, nearly 50% of languages will vanish by the end of the 21st century. Some linguists believe this number **goes** closer to 90%.

An argument can be made for the benefits of a linguistically homogeneous world: if everyone speaks the same language this potentially minimises the chances of miscommunication and increases efficiency. However, these advantages come at a tremendous cost. We should also be aware that the claim that the disappearance of most small languages is inevitable is essentially a Social Darwinist argument. There is a fascist undertone to the seemingly innocuous argument which claims the death of minority languages is natural or unavoidable. The strongest counterpoint to this stance is not, however, a sentimental plea for diversity for diversity's sake. As noble as this sentiment is, there are much stronger reasons **to** safeguard linguistic heterogeneity. Ultimately, there are serious existential consequences at stake. For many, the accelerated disappearance of linguistic diversity elicits a deeply felt pathos. But why is the loss of linguistic diversity a tragedy? **Should we make a greater effort to not only preserve, but grow languages?** And what is it we believe we are losing when linguistic diversity diminishes? If language diversity is important, we must first properly define language. We need to comprehend what we are losing to appreciate the weight of this loss.

Most useful in the pursuit of a definition of language is the theorisation which historians of thought have named the “linguistic turn”. The linguistic turn is a phrase that refers to a reorientation within sociology, art, and cultural criticism, towards language as the primary focus of philosophical investigation. A key reference for many thinkers of the linguistic turn is the work of French linguist Ferdinand de Saussure. Within Saussurean linguistics, words (ie: signs) are composed of two elements: the signifier and the signified. The former is a sound or image, and the latter the concept to which it refers. According to de Saussure, a language is a “system of difference”. In other words, individual signifiers gain meaning in relation to other signifiers. As a result, meaning is never located within one signifier: meaning is always deferred in an endless chain of signification. De Saussure demonstrated that signifiers have an openness towards every other signifier within a signifying system. This openness, or incompleteness of language, is brought about through the endless deferral of meaning. Simply put, we use words to define other words. Languages rely on this deferral to function but, paradoxically, it ends up undermining intelligibility and meaning. The deferral of meaning is structurally necessary for language to work, otherwise a language would be static (ie: limited) and words would be unable to refer to anything besides a singular signified. For example, if you were asked to explain what a cat is, you would perhaps say that it's an animal. But what is an animal? An animal is a living thing. But what is a living thing? A living thing is something that is not dead. What this reveals to us is that even the most basic definitions quickly lead to complex and radically important philosophical and metaphysical questions. Meditations on the importance of languages therefore directly relate to significant questions of truth and meaning.

Later theorists, such as Jacques Derrida, have made use of de Saussure's insights to demonstrate that meaning itself is inherently unstable. A particular language requires a specific signifier to stabilise the endless deferral of meaning. This type of signifier is called a Master-signifier. The Master-signifier, also called “the missing signifier”, doesn't represent anything specific but rather the meaning itself. This signifier is described as absent because it refers to the uncertainty at the heart of human life. We do not know what the meaning of life is but continuously try to approach this question from different perspectives and with different language. Final meaning is always elusive and all the various signifiers for meaning move us closer to describing the truth and ultimate meaning of life. This is what Jacques Lacan means with his statement “I always speak the truth. Not the whole truth, because there's no way to say it all. Saying it all is literally impossible, words fail. Yet it's through this very impossibility that the truth holds onto the real.”

This insight can also be applied to defend linguistic diversity itself. No one language, just like no one signifier, has a monopoly on meaning. Without linguistic diversity our ability to express meaning is greatly diminished. Each language is intimately connected to a culture, a worldview, a **headspace**, and a knowledge produced by its speakers. When that language disappears, it takes with it the truths and meanings we were able to articulate through it. The feeling of loss we experience is due to a shrinking vocabulary that results in a greater distance between ourselves and the truth. When linguistic diversity disappears, we are left with a decreased capacity to construct meaning in an increasingly complex world.

Mayelana no-ubuNtu

Cishe ujoyayelene nesisho sakudala esithi, “**kuthatha umuzi wonke ukukhulisa ingane**”; nokuyinto engabonakala iphambene kule nkathi yokuzibhekelela wedwa kanye nokuqinisekiswa komndeni ojoyayelekile, kodwa namanje sisemi njengengilazi enkulu yokucubungula incazelo yokuthi buyini Ubuntu.

Amazwi ambalwa kakhulu avela ezwekazini lase-Afrika abe nomthelela omkhulu emphakathini kanye nokungena kwezimbongi ku-“Ubuntu”, cishe kufana nomthetho obalulekile wokuthi yenza kwabanye lokho ongathanda ukuba bakwenze kuwe — Ubuntu baziswa njengesisho sase-Afrika ngokuphathelele nobuntu. Nakuba lokhu kuhamba ibanga elide ekuzameni ukukuchaza, njengemizamo eminingi yokuhumusha umqondo wesintu, kuntula ukwazisa nokuqonda okuyisisekelo komoya owenza lo mbono oyingqayizivele wempilo yase-Afrika. Ngumoya wase-Afrika, futhi ngenxa yalokho izilimi zawo kanye nombono wezwe, awukwazi ukwehlukana nobunye bazo zonke izinto. Lobo bunye buvezwe ngezilimi zesiNguni eNingizimu Afrika njenge "Ntu". UNkulunkulu/Umdali/Umthombo — konke kuyizihumusho ezilula – u-Ntu umele umoya oxhumanisa zonke izinto eziphilayo ezibonakalayo kanye nezingabonakali ngokuphathelele nokubucayi futhi okwaphezulu. ubuNtu, yindlela ka-Ntu, indlela yomdali, ukugubha ubunye nakho konke okuphilayo kanye nekhwelo nokuhlala uyingxenye yasemuzini. Le ndlela yokuphila, iqondwa umhlaba wonke jikelele, ikhonjiswa ngendlela ehlukile ngokuphathelele nosiko kanye namasiko (isiNtu/ amaSiko) okwakunqunywe yizimo zendalo Okhokho bethu ababephila ngokuthuthela kwezinye izindawo, ngesikhathi behamba futhi begoba amadlangala ezwenikazi lethu, babehlala kuphela uma leyo ndawo isakwazi ukuhlinzekela izidingo zabo, ukuze zonke izinto zihambe kahle. Ngakho-ke namhlanje ezizukulwaneni eziningi ubuNtu nesiNtu, siqhubeka nokubungaza ukuthi singobani njengabaNtu, “izingane zikaNtu”, kuxhumene nakho konke okwakuyiko, okuyiko kanye nokusazokwenzeka. Yingakho, sihlala futhi sisebenzela okuphilayo ngomusa nokuthobeka, hhayi ngoba singathanda ukuthi abanye benze okufanayo, kodwa ngoba siyaqonda ukuthi lokhu sekwenziwe.



ENGLISH VERSION

Speaking without saying a word

We've had a lot to say about languages on these pages, but what about those means of communication that never speak a word? The subtleties of body language and posture can communicate whole worlds, often in complete contrast to the actual words being spoken. A simple nod, depending on a number of unspoken factors, can have an entire range of meanings. Without ever having studied it, you instinctively know when a nod is friendly, when it's simply an agreement, or when you're being quite rudely dismissed. Amazing how much can be said in a simple movement of the chin.

How many languages?

You may have wondered, while reading through this issue of DARE!, how languages became the basis of its theme. Languages are essential, after all, but how much time do any of us really spend thinking about them? For people living in South Africa, language can be something we consider more than most. Why? Because there are 12 official languages here. And it gets interesting. Because English, for example, is used a lot in most urban areas. It's also the language you'll see most on road signs and on broadcast TV in the country. But it's not the most commonly spoken by a long way. In fact, it's only number 4 on the list. But, as explored in other pieces throughout these pages, it's our 12 official languages that play such an important role in both preserving culture, and in expressing it. Even the national anthem of South Africa is an amalgamation of several of our languages.

A sign of the times

Just this year, South Africa officially recognised its 12th official language – South African Sign Language. And yes, the reason it's called that is because most countries have their own sign language. Even within individual countries, there may be a variety of different sign languages. Varieties of sign language have existed throughout history, used as ways for the non-hearing or non-verbal to communicate, with the earliest records of sign language going back as far as the 5th century. So even though some of us are only catching up now, and as giving these languages the recognition they so rightly deserve, many have been in use in some form or other for hundreds of years!

Afrikaans

Volgens die Oxford Woordeboek is Afrikaans gebore uit Nederlands en word slegs in Suid Afrika gepraat. Nie het is "slegs" onwaar vir Afrikaans nie, maar vir vele ander tale regoor die wêreld. Tale word gebore en gevorm van honderde verskillende invloede, en dit hou aan met vorm verander – soos tale moet doen; en dan, versprei dit en word gehoor in hoekies en draaie van 'soulz' katedrale, en musiekfeeste. As ek Afrikaans moet beskryf, sal ek dit vergelyk met beskuit. Beskuit, die geliefkoosde Suid-Afrikaanse gebakte broos brood is soos 'n broodjie die Italiaanse broche brood, maar Afrikaners, en Suid Afrikaners, maak die mengsel persoonlik. Afrikaners maak honderde verskillende soorte beskuit: volgraan, anysaad, karringmelk, kondensmelk, grondboontjiebotter, en selfs gluten-vrye beskuit. Dis beln dat Afrikaans soos beskuit is, of dit nou in Gauteng gepraat word, of in die Bo-Kaap, ons maak ons eie reëls en woorde soos die tyd aanstap. Afrikaans het ook 'n donker geskiedenis: die Kaap is een van die plekke waar taal as 'n rou-bol-beskuitdeeg gebruik word, veral as dit kom by kombuis-Nederlands. Die donkerke van Afrikaans lê in die geskiedenis, en die slawe wat van Asië na Suid Afrika toe gebring is, talle slawe was Maleis- of Arabies-sprekend. Die slawe het Nederlands en hul 'huistaal' gemeng om in kodes te praat, sodat hulle eie taal nie eintlik geweet het wat die gesprekke behels het nie. Huidiglik is talle Afrikaans-sprekendes onbewus van die vele invloede wat tale en kulture gehad het in die vorming van Die Taal. Die definisie van die Oxford woordeboek gee Afrikaans totaal-en-al die verkeerde definisie. In 'n land waar daar 12 offisiële tale gespreek word – word Nederlands as die vader taal beskryf; nie net is dit onwaar nie, maar selfs ongeskik om die mense en kulture wat Afrikaans help vorm het uit te sonder. In kombuisgebruik ons vele bestandele om resepte te volg, meeste mense gebruik resepte as riglyne en voeg dan meer, minder, of ander bestandele by om by die eindresultaat uit te kom.

Shumini elinesixhenxe

Nederlands is Afrikaans, Nederlands is dalk die rou bol deeg vir die beskuit, maar die mense, kulture, en gebruikers is wat Die Taal interessant maak. Net soos beskuit, waar ons sade, suiker, of speserye gebruik om die deeg persoonlik te maak, net so is Afrikaans. Die teks is nie eintlik oor beskuit nie, en dit het ook nie 'n resep nie. Wat die teks eintlik behels is om hulde te blyk aan die vele mense, kulture, tale, en woordsmede wat Afrikaans gemeng en gevorm het om dit 'n beskuit-taal te maak. Dankie aan die: San-mense, Moslems, Jaaans, Arabiere, en die Bo-Kaap – as die bewaarders van Afrikaans. (Jammer dat Oxford net aan Nederlands hulde bring, dit is 'n invloed, maar nie die enigste een nie.) Afrikaans is dus nie 'n enkele woordeboek beskrywing werd nie, en beslis nie uit die Oxford uit nie; wat dit well is, is 'n taal wat mense hul eie maak. Tans hoor en praat mense Afrikaans regoor die wêreld, al as dit via WhatsApp, Zoom, die slaapkamer, of die kombuis – Afrikaans is letwat internasionaal – maar trots Suid Afrikaans.



Talking in textiles

Since the beginnings of civilisations across the globe, textiles have been used as means of communication. Colours, styles, materials and patterns have been used by people as signifiers of origin, tribe and status. African fabrics, in particular, are well-known for their bold colours and patterns, used for generations not just to celebrate heritage, but to record details about the wearers and their families. In Zimbabwe, the Jira reTeso fabric, usually predominantly red in colour and decorated with black and white geometric patterns, is worn as clothing such as scarves or headwraps, as a way to thank and recognise the spirit of the hunters. Certain clothing in eSwatini has very strict requirements for who can wear them, as these items will be specific to certain statuses, age or gender. For example, the Lihya, a fabric worn in a unique style under the left shoulder, only by married women. Even today, we let the world know who we are through the clothes we wear. For some, it might be a designer suit to tell the world "I'm doing pretty well in the business world", while for others, it could be a faded old rock band T-shirt to let everyone else know "I consider my music tastes superior to yours". It doesn't just stop at clothing, either. The textiles we use to decorate our homes, or the interiors of our cars, are all chosen, whether consciously or not, to communicate something about ourselves, our histories, and how we view our own places in the world and our communities. Textiles truly are the threads that connect us to each other.



With COMMUNITIES come TENSIONS

Communities' interest vs. universalism

The first tension to arise concerns the balance between the strength and power of communities vs. universal interests. For most Prosumers (85%), communities are part of a healthy democracy, but how much influence can we afford to give them? 43% of Prosumers think that minority communities are so self-centered that they forget about the universal problems we are facing today, focusing solely on issues that affect their community members. While the debate continues over whether someone has the legitimacy — or the right — to discuss an issue that concerns a community they are not a part of, the question arises as to how different communities will evolve. 65% of Prosumers fear that communities will become radicalised and this figure even reaches 85% in France.

85%

43%

65%

66% of South Africans are strongly connected to their communities.

BONUS!
A closer look at the South African community:

68% of kids live in rural communities.

62% believe in supporting and upholding societal values.

73% believe heritage plays a big role.

70% of communities believe in speaking up for what is right.

Preservation vs. isolation

The other hot topic concerns culture, more specifically the appreciation and borrowing of culture. 85% of Prosumers find learning about other cultures, communities, and their habits is essential in better understanding them on a deeper level, and 87% think it is good to appreciate and borrow from the cultures of communities that aren't their own.

85%

87%

Pop culture plays a key role in the knowledge and representation of communities, especially among young people: 64% of whom say they have learned about a community different from their own through pop culture. Netflix is seen as the pioneer in this field.

यौन संस्कृति का और प्रतिनिधित्व भूमिका निभाती है। जल्द ही यह कहना है कि कम से कम साप्ताहिक से लेकर नेटफ्लिक्स में भारतीय की दुनिया

64%

LESSONS for BRANDS

Brands should be representing a diverse number of communities in their advertising.

2

Actions speak louder than words:
Brands that take a strong stand on an issue involving a certain community must back this stance with concrete actions.

3

Being authentic is crucial:
Prosumers are able to tell the difference between brands that genuinely care, and those that haven't taken the time.

4

Uplift communities you care about:
Prosumers expect brands to amplify the voices of marginalised communities.



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WHAT
LANGUAGE
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VIVENDI

The first thing that all four agree on is that, despite Facebook laying claim to the word “Metaverse” itself, there is no single defining example of what a Metaverse is. Sébastien Auligny highlights earlier examples, such as Minecraft and Fortnite, which both have long-running and dedicated, growing communities. On the other hand, Fabien Aufrechter feels that there currently is no real example of a metaverse – “a virtual or an augmented world in which digital goods have a real and interoperable value”. Although he does add that this technology is not far off, predicting that we'll be buying and selling real-world items in a virtual world as soon as early 2023. Félicité Herzog sees the Metaverse as a “horizon of exciting promises” but makes sure to mention the need to devote a lot of thinking to it, in order for it to become both sustainable and commercially attractive. And then, Alexandre Tan neatly sums it all up, pointing out that there is no fixed definition of the term. If you ask a room full of people for a definition, he says, you'll get as many variations as there are people in the room.

So now that we know what a metaverse is (sort of), what is the commonly spoken language? For now, it seems that this will, as expected, be determined by the participants in the conversation. Fabien is of the opinion that, while AI is already impressively good at translating in real time, it's the essential nuances of humour and culture that remain impossible to translate. He makes sure to clarify that “The tech needs to remain a tool, not to take the lead on our humanity”.

On this topic, Alexandre gives the perspective that language, particularly in the world of gaming, can take the form of “avatar costumes, dance moves and memes” and that language has taken on a far broader meaning than just the words we speak.

We also asked about the possibility of virtual meetings completely taking the place of physical ones. Sebastien points out that, while virtual meetings can certainly help with bringing people together across vast distances, for him most creative endeavours still require a level of physical presence and interaction that isn't likely to be virtually replicated any time soon. Félicité has a similar opinion, mentioning that, as with current methods of communication, it's most likely that we'll always use a variety of available means, and probably won't ever revert to just one.

Despite this, Sebastien does see a future where AI will play a much larger rôle in our daily lives, as it gets closer and closer to being able to produce creative work which is indistinguishable from that made by humans.

Of course, we didn't only want to hear about the serious, business applications of the software, which is why we asked about the fun side of spending time in virtual worlds. For Félicité, that includes being able to live without physical limits, and to travel without any actual frontiers. Also, it turns out it's entirely possible to attempt learning to skateboard inside Roblox, as was experienced by Alexandre. Please note that attempting does not imply succeeding.

Our main takeaway from these conversations is that, while there is infinite potential in the metaverse, it still has a long way to go before it becomes a part of our daily lives. We also learned who swears in multiple languages, and who doesn't swear at all. But we're sworn to secrecy on that one.

Perhaps you've heard that, earlier this year, Havas opened its first Village in the Metaverse. It's a case of breaking new ground, where there is no literal ground to break. But, with the opening of this Village, one has to wonder, what language would you hear spoken in the corridors? You know, for example, that if you were to walk into a Village in Australia, you'd hear English. In Israel it would be Hebrew. But if the Metaverse is simultaneously everywhere while not quite being anywhere, what does one have to talk to be understood?

We chatted to four Metaverse experts from around the Vivendi group – **Félicité Herzog**, Chief Innovation and Strategy Officer, and Member of the Executive Committee, at Vivendi; **Sébastien Auligny**, Vice President of Innovation at Vivendi; **Fabien Aufrechter**, Vice President of Web 3.0 at Vivendi; and **Alexandre Tan**, Senior Vice President of Advertising at Gameloft – to find out more about language, AI, what the Metaverse is, and our place in it.



QUESTIONS



Do you know what they call a Quarter Pounder with Cheese in Paris? If you were a movie fan in the mid-90s you do. If you're a bit of a film buff now, you'll probably know. And if you're a fan of fast food who happens to live in France, you'll definitely know. But why "Royale with Cheese"? If you know about the Royale, you'll know that it's because of the metric system. "Check out the big brain on Brad".

But do you know what they call a Whopper in Australia? Oh, it's a Whopper. But good luck finding one at Burger King. Good luck finding a Burger King at all. And is that because of the metric system? It is not. It's because, when Burger King came to Aus way back in 1971, there was already a Burger King. That restaurant eventually disappeared though, leading to a bizarre situation where Burger Kings opened up across the country and you had two identical fast food places, different in name only, competing with each other. Today, it's Hungry Jack's or nothing if you want a Whopper Down Under.

The funny thing about going international is that not everything translates. Or, it must translate. As is the case with KFC in Quebec, Canada – the only place in the world where the extremely famous 3-lettered red and white logo is spelled differently. Due to a law that compelled any large retailer to use the French language, it's PFK (Poulet Frit Kentucky). This is no longer enforced, but it would seem that, similarly to the example above, once a name takes hold locally, it tends to stick. The power of a strong brand, right?

It's also always strange when travelling to see a familiar logo with a different name. Those of us who grew up in South Africa know Ola ice-cream and Lay's crisps, but might encounter Chipsy, Walker's, Wall's or Frigo in other countries. Depending on your own location, you may not have heard of any of these, but there's a strong chance you'd recognise the branding.

So, you might be asking, what does it all mean? What difference does it make? What point are we making? What is in a name? Say "what" again. I dare you.



Flip to the back to get the full meaning of this issue.

DATE:



It's not

fun!



At this point in the print version of the 8th edition of DARE!,
you'd turn the page and find that it's **upside down**.

Flipping to the back cover would then reveal that it, too, is upside down,
but designed as an alternate version of the front cover.

This was our tribute to the double-sided language dictionaries found around the world.

To save you having to flip over the device you're currently reading on,
the next page is the alternate cover, and you can carry on from there.

NORTHERN HEMISPHERE
AUTUMN/WINTER 2022



darker!

Mind your language.

HAVAS
GROUP

SPRING/SUMMER 2022
SOUTHERN HEMISPHERE



There's something to be said for a person who can speak more than one language. A person for whom, to the **perceptive**, being a bit **pompous** in the way they speak has nothing to do with **showing off**; it's not about using **too many words** just to be the **centre of attention**, either.

And sure, if you're going to be **picky** about it, our use of **big, fancy words** in giving praise might be a bit too **obviously planned**, but, really, this isn't the time to be **self-restrained** or **level-headed**.

We just want to point out that we're impressed by anybody who prefers to be a **polyglot**, and if you want to see how we get overly worried about it, turn to the **penultimate** page.



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DARE! to be sustainable

You may have noticed the large amount of hand-crafted elements throughout the design of this issue of DARE! Newspapers, magazines, old bottles, hand-painted tiles, and so much more. This is all inspired by the unique aesthetics and sensibilities of African design. More than this, it's typical of African design to use whatever is available, or whatever you happen to have around. For this reason, every item you see is made with recycled or upcycled materials. From old books being given new life, to newspapers and magazines that were used to create bespoke backgrounds and words. We even used the backs of old cereal boxes and other packaging materials as the canvases on which to paint titles. This detail is just one of many hidden features of this issue, and is one we particularly wanted to highlight.

Three üç þrír tþrþ

3 Darel

Languages WE HAVE LEARNT

revised
+ updated

8th Edition

With all this talk of languages and the myriad ways they allow us to express ourselves, one has to wonder how the team at Red Havas goes about picking a single word to sum up all that's happened on our most recent journey around the sun.

As with any deep dive into finding out how people truly feel, and how they'd best describe their feelings, it begins by asking. And, in this case, asking everyone you can. To this end, the question of **"What is the Word of the Year?"** goes to as many people as possible, through a global employee survey, and finding out what we all think. Once the answers come in, they're tallied, discussed and debated, by a panel of communications experts and thought leaders, until a consensus is reached. It's a long and laborious process, but certainly worth staying strong for.

More than this, though, the Word of the Year has never been treated lightly. With its beginnings in 2020, a year that, especially in the moment, felt near impossible to define even with an unlimited word-count. So choosing just one seemed like an impossible task. And yet, it's a task the Red Havas team chose to take on. That year, they found that the majority of words submitted came with a negative slant. Unsurprising, considering the 2020 that was. In the end, however, quite aptly for the unpredictability of that year, two words were chosen to share the top spot: **"Pivot"** and **"Unprecedented"**.

In 2021, we'd all become more used to the unprecedented nature of each passing day, which led so many to pivot, agilely switching direction as needs dictated. Which is why it made sense that, for 2021, the Word of the Year was **"Adapt"**.

This was selected from more than 170 submitted words, and was partially chosen because of how natural a word it is. As far as language goes, it doesn't feel like any sort of industry-specific jargon, and neither does it seem at all like a passing buzzword. Because of course it doesn't; it's a word that needs to conform to the ever-changing times.

And so, with hindsight, it's easy to see why the team last year chose the word they did. But, now that we've figured out a strategy of adaptability, what comes next? Well, we've proven that, as a species, and as a society, it's our resolve that keeps us grounded, and that's something to be proud of. Not just now, as 2022 draws to a close, but with each passing year into the future.

Perfectly encapsulating this feeling of triumph, it would seem that Red Havas has once again selected an ideal Word of the Year.



RESILIENCE



Nataliya MOROZOVA

Катерина Вісочко
CEO Ukraine



Я завжди мріяла про те, що колись науковці винайдуть чип, завдяки якому люди розумітимуть всі мови світу й розмовлятимуть ними!

І я готова бути першою серед тих, хто протестує цей гаджет ☺

Неможливо переоцінити важливість володіння мовою певної країни. Вона дає змогу нам заглибитися у подорож культурою, традиціями, цінностями та переконаннями цілої нації. Я люблю людей і обожаю спілкування. Тому для мене говорити іноземною мовою те саме, що й дихати. Мені дійсно подобається спілкуватися з місцевими жителями, обмінюватися жартами, відчувати мовні тонкощі, що відображають милозвучність певного акценту чи стилю ведення діалогу. Можливість говорити місцевою мовою — це про «зводити мости», відкривати серця, творити чудеса.

Мені було всього 10 років, коли я вперше приїхала до своєї французької родини. Це була програма міжнародного обміну перед розпадом СРСР. Усе у Франції та французькій мові заворожувало та здавалося дивовижним. Відтоді я відвідую свою французьку родину двічі на рік. Правду кажучи, я просто зараз тут, і цей текст пишу в затишному маленькому саду на півночі Франції. Я вивчала французьку мову невимушено та без надзусиль, засвоюючи автентичні вислови та конструкції на ходу, без теоретичних правил чинудного муштрування. Мені приносить велике задоволення змога зайти вранці в маленьку пекарню, купити свіжий багет і побалувати себе легкою та приємною розмовою з продавцем. Це допомагає відчувати себе частиною місцевої спільноти та багато для мене важить.

І я не проти того, що парижани кепкують над моїм північним акцентом, адже розмовляти французькою — це все одно, що їсти свіжоспечений круасан. Неперевершено!



Моя українська мова.
Моя суперсила.
Моя ідентичність.
Моя мужність бути вільною.



Щодо англійської, мої знання значно прогресували під час навчання в університеті. Я почала працювати ще студенткою і зрозуміла, наскільки корисним, потужним і зручним інструментом ділового листування, дослідження, обміну інформацією є англійська мова. Це дало мені змогу вільно спілкуватися з усім діловим світом, незалежно від країни походження моїх колег. Завдяки англійській мандрувати легко, виникає відчуття, що світ не має кордонів. Вона відкриває доступ до інформації в будь-якому місці, і я можу з її допомогою розібратися в будь-якій ситуації. Єдине, чого я не можу, так це відчуті тісний зв'язок з культурою співрозмовника, тому що кожен із нас має свою рідну мову.

Можливо, для тих, хто не знає історії України, це прозвучить дивно і незрозуміло, але силу рідної мови, справжню любов до неї, свою сутність і українську ідентичність я відчула 24 лютого 2022 року. Мова моєї країни допомагає всім українцям виявляти наш дух свободи, робить нас непереможними, дає українцям у всьому світі відчуті силу не «Я», а «МИ». Вона обумовлює нашу синергію та посилює нашу наполегливість і рішучість захищати та підтримувати наш суверенітет. Я пишаюся тим, що я українка, і відчуваю, що моя цінність — це сумлінність. Я маю мужність боротися за свої права та свою незалежність. Тепер, подорожуючи Європою і чуючи, як хтось говорить українською на вулиці, стоячи в черзі в магазині, я відчуваю потребу обійняти цю людину, бажання викликати в неї усмішку, поділитися, підтримати, поговорити, і я роблю так дуже часто, тому що ми — одна велика родина, і ми стали такими близькими, як ніколи раніше. Українська мова в нас у крові. Вона дає нам змогу відчувати біль один одного, нашу єдність, нашу нову силу. Українська мова — моя суперсила, мій двигун і мій драйв.



ENGLISH VERSION

DID YOU KNOW?
ENGLISH IS THE MOST
COMMONLY USED
LANGUAGE IN THE WORLD.
IT'S THE OFFICIAL LANGUAGE OF 29 COUNTRIES!

DID YOU KNOW?
THE FIRST WORDS
USED IN THE FIRST
BOOK OF THE BIBLE
WERE "IN THE BEGINNING".

DID YOU KNOW?
THE FIRST WORDS
USED IN THE FIRST
BOOK OF THE BIBLE
WERE "IN THE BEGINNING".

DID YOU KNOW?
THE FIRST WORDS
USED IN THE FIRST
BOOK OF THE BIBLE
WERE "IN THE BEGINNING".

DID YOU KNOW?
UKRAINIAN IS
RECOGNISED AS ONE
OF THE MOST-USED
LANGUAGES IN COOK
COUNTY, ILLINOIS.

DID YOU KNOW?
MORE UKRAINIAN
WORDS BEGIN
WITH P THAN WITH
ANY OTHER LETTER.
Of course, it's not
actually a P in Ukrainian.

DID YOU KNOW?
THE VERB "TO BEAT"
HAS 45 SYNONYMS
IN UKRAINIAN.
That's a record that's
hard to, um, defeat.

DID YOU KNOW?
THE 3 MAIN DIALECTS -
NORTHERN, SOUTHWESTERN
AND SOUTHEASTERN -
MAKE IT EASY TO KNOW
WHERE YOU ARE.
If you know all the dialects.
Impressiv.

ID YO K O ?
OST HINDI WORDS
SOUND THE SAME
AS THEY'RE
SPELLED.
It's a phonetic language,
unlike the word "phonetic".

ID YO K O ?
"SORRY" AND
"YES" ARE
HAVE THEIR
ORIGINS IN HINDI.
But don't eat ice-cream in bed.

ID YO K O ?
THE HINDI ALPHABET
IS ALLE VARN A A,
W IC MEA S
A LA D F ET ERS.
It's pretty hard to, um, defeat.
That's an interesting
fact about it.
I'll be the judge.

हिंी मेी मातभाषा है और दिलली में पली-बढ़ी, मेंे एक अं रेी कॉन् स्ू में पढाई की। उच् अथ् यन करने के लिए फ्ं जाने के बाद, फर् मेंी तीसरी भाषा बन गई और वरषों से यह अनय दो की तरह महतवपरण हो गई, विशे रप से संार उदयोग में काम करने की वजह से

विभिन्न देी में रहने और काम करने वाले सभी वैविक नागरिकों की तरह, और माता-पिता के रू में जो अपने बच्ों के लिए सर श् चाहते हं आज के समय में यह तय करना चनौतीपरण है कि किस भाषा (भाषाओं को पराथमिकता दी जाए। यह एक वास्तविक परव-व् वसाय है और सबसे अच्ा क्ा है इस पर आप पर बहु अधिक राय है उततर-पश्चिम भारत में (हों कयो क भारत के भीतर बारीकियों हं , अं रेी अतयं महतवपरण है और लगभग आधनिकता और परगति का परयाय है जबकि हिंी या किसी भी कषे रीय भाषा को बहत पयार मिलेा, ले कन अफसोस वही दरजा नहीं है

मेंे अपने बच्ों के जन् के समय फ्ं में दो विकल् चुे थे मुे नहीं पता था कि वे लेे समय में सही या गलत साबित होे ले कन एक परिवार के रप में हिंी को हमारी दिन-परतिदिन की भाषा रखना कछ ऐसा था जो में बहत चाहती था।

दो विकलपो में से सबसे कठिन यह था कि हम कछ वरषों के लिए अं रेी को भू जाएं जब तक कि ऐसा समय न आ जाए जब बच्ों के पास इसे सीखने के अलावा कोई रासता न हो। हमने घर पर के ल हिंी बोलने का फै ला किया।

“पर्ापत आधुनिक नहीं” कहे जाने से ले र “बचचों को परगति से वं चत करन” तक, कई लोगों के लिए यह सवीकार करना कठिन था कि हम अपने बच्ों को स्कूय रू से अंेी नहीं पढा रहे थे



दू री पसं , बॉलीवड के लिए अपने पयार को अपने बचचों तक पहु ाना था। बॉलीवड मेा अरथपरण मीडिया है अनगिनत गानों और फिलमो ने मझे व् क्तगत और पेे ररू से वर्े से प्ेरत किया है “ये 70 मिनट..” से “कुी के नाम पे शॉटस”, “उथे सबके कदम” से “जब लाइफ हो आउट ऑफ कं रोल” तक, में कभी भी कठिनाइयों से बाहर आने या खशियों के साथ शाम मनाने में असफल नहीं हुई।

जब हमने बचचों को बॉलीवड से जोडा, तो मझे कम ही पता था कि हिंी को मातृ ाषा के रू में जीवित, वास्विक और उनके लिए प्ासं गक रखने में यह मेा सबसे बडा सहयोगी बन जाएगा। जीवन से बडा, आंू झकझोरने वाले नाटक और बॉलीवुड की चमक ने बचचों को जीवन को मानवीय बनाना कब सिखाया, मझे नहीं पता चला। मेे लिए, यह हमेा मनोरंन से ऊपर होगा, यह एक जीवन शैी है यह विश्ास करने का एक दृ्टकोण है कि अं में चीजं सही हो जाएंी।

भाषा सं क्त, वचार परकरिया और संार का इतना महतवपरण हिससा है और माता-पिता को इस जिममेारी में खद को अकेा नहीं समझना चाहिए। जितना अधिक हम अपने परिवारो समर्न परणालियों और संथानों (मेे मामले में बॉलीवड) को अपने जीवन में एकीकत करते हं यह एक परकरिया के रप में इतना आसान और सखद हो जाता है

बचचे को विकसित करने के लिए पुेगां (और अधिक) का योगदान होता है

दक्षिण अफ्रीका जैे एक और सां कतिक रप से समदध और विविध दे में रहते हुए, यह अब घर पर भाषाओं और सं्तयों का कल भेा फराई है और अं रेी हमारे बचचों के जीवन में आखिरकार (!) वापस आ गयी, बस फर् और हिंी उचचारण के साथ!



ENGLISH VERSION

DID Y U KN W? A OU D HA F A BI U N EOPLE S EA S ANISH. Ho efully not at the same tim of ou. on't hear anythin .	DID OU KNOW? FRE CH ISTA GHT IN LMOST ERY ODU TRY IN THE W RLD. And it's t e official language f 29 cou tries!	DID YOU KN W? UK AI IA IS RE OGNISED S NE O T E OST USE ANGU GES I G O CO NTY, ILLINOIS.	DID YOU KNOW? MOST HINDI WORDS SOUND THE SAME AS THEY'RE SPELLED. It's a phonetic language, unlike the word "phonetic".
DI Y U N W? QUE TI NS I S ANISH B GI WITH AN PSIDE-DOWN QU STION M RK.	ID O K O ? KINSHA A AS THE HI HEST U BER OF FRENCH- S EA ERS INTH W RLD.	DID YOU KN W MORE K AINIA WORD BEGI WITH P THAN WIT A Y THER LETTE Of ou e, it's not actually a P in Ukraina .	DID YOU KNOW? "SORBET" AND "PYJAMAS" HAVE THEIR ORIGINS IN HINDI. But don't eat ice-cream in bed.
DID Y U N W? O ER 40 000 SP NISH O DS USE ALL S VOWELS. That's a litt educati n for yo .	ID O KNO ? THE FRENCH W RD FOR FREN H FRIES IS "FRITE" Which d es, in fa , translate to just "frie".	DID YOU KN W T E ER "TO BEAT" HAS 5 SYNON MS IN K AI IA . That's record that' and to, um, defeat.	DID YOU KNOW? THE HINDI ALPHABET IS CALLED VARNMALA, WHICH MEANS "GARLAND OF LETTERS". It's poetic before you even write anything.
DID Y U N W? S ANISH IS EASIE TO LEAR T AN OU MI HT THINK. So e expert estimate it takes les t an all year to ecome fluent.	ID O KNO ? E IS HE MOST OMMON LETTE IN THE FR NCH ANGU GE, BUT S MEBO Y KOTE N ENTIRE OOK WIT OUT USIN IT N E. Imprssiv.	DID YOU KN W THE 9 MAIN DIALECTS - NORTHERN, SOUTH, EASTER AND, OUTHEASTERN - MAKE I EASY TO KNO WH RE YOU AR . If y u know ll th dialect .	DID YOU KNOW? HINDI HAS NO ARTICLES. That's an-interesting fact about the language.
DID Y U N W?	ID O KNO ?	DID YOU KN W	DID YOU KNOW?

Vineel AGARWAL

CEO / Women
in Business
Africa



Alexandre SOMPHEUNG

Nguyen Group
CEO Vietnam



DID YOU KNOW?

ENGLISH VERSION

Amo el idioma español. Confieso que más allá de ser mi idioma materno se ha convertido en parte de mi esencia. Disfruto todo lo que tiene que ver con el segundo idioma más hablado del mundo. Una lengua que contiene una riqueza única y especial, con palabras sin traducción exacta, con un vocabulario tan extenso y versátil, que permite expresar a través de diferentes palabras, sentimientos u opiniones sobre una misma cosa.

¡Qué pena que algunas de mis maestras de literatura y lengua española (doña Mery y las profesoras Susana y Ángela) no pudieron ver que sus pronósticos sobre mi futuro profesional fueron acertados! Que todas sus enseñanzas y semillitas que depositaron en mí germinaron, y que a través de los años me han servido de mucha inspiración y firmeza. Quizás desde el cielo puedan ver que su alumna extrovertida y parlanchina, aquella que en algunas ocasiones las sacó de sus casillas, se enderezó, les tomó la palabra y estudió lo que por separado cada una me recomendó.

Ellas notaban mi amor por las letras. Se percataron que, a diferencia de otros compañeros, siempre disfrutaba sus clases. Admito que la fecha más esperada del año cuando era niña era la feria del libro de mi país; ese evento en particular para mí era todo un acontecimiento, similar a la celebración del día de los Reyes Magos. Mientras que las asignaciones de ir a la biblioteca e investigar sobre un tema en las enormes y pesadas enciclopedias de color rojo brillante (porque en mi época no existía Google), era como una especie de paseo a un parque de atracciones. ¡Qué tiempos aquellos!

Por eso, a pesar de que mis padres anhelaban que me convirtiera en una ingeniera civil o una abogada criminalista, cuando llegó el momento de escoger una carrera universitaria, nunca dudé sobre mi decisión de estudiar lo que entendía “era lo mío” y me haría feliz: ciencias de la comunicación social, con especialidad en periodismo escrito. ¡Y he sido feliz!

¡QUE
NADIE
TE QUITE
LO BAILAO!

Según pasan los años compruebo en los diferentes roles en los que he tenido que trabajar, que disfruto todo y cuanto hago en esta carrera, que mi pasión en lo profesional tiene que ver con todo lo concerniente a las comunicaciones en todas sus variables: periodismo, relaciones públicas, relaciones con los medios, impacto social comunitario, entre otras.


De manera que, trabajar en la creación de estrategias de relaciones públicas, relaciones con los medios e impacto social comunitario para diferentes marcas multinacionales que quieren dirigirse o entrar al mercado hispano de Estados Unidos, significa una gran bendición para mi vida. Trabajar y servir de enlace para conectar grandes marcas con organizaciones sin ánimo de lucro o con los medios de comunicación hispanos, en un país extranjero y en mi lengua materna, no tiene precio. No obstante, pese a la comodidad de trabajar en el idioma que amo, en una ciudad tan cosmopolita como Miami, tengo el reto de practicar la empatía lingüística para poder comunicarme cada día con mis compañeros y clientes de otras nacionalidades. Ese es el gran desafío y responsabilidad que experimento en el campo profesional, tratar de transmitir las ideas y comunicar cada detalle con fluidez en el idioma inglés.

Por tanto, cuando tuve que escribir acerca de una frase que sólo tiene sentido en mi lengua materna, recordé el refrán tan popular que escuchaba de niña en boca de algunas personas mayores de mi entorno familiar “no dejes que nadie te quite lo bailao”. Y desde que llegué a Estados Unidos -hace ya unos años- esa frase cobra mucho sentido en esta etapa de mi vida. Celebro cada logro alcanzado, cada palabra, oración y modismo que aprendo en mi segundo idioma... al final todo cuenta, porque la vida es vivir el día a día, vivir el presente.


De manera, que posiblemente al traducir al inglés o en otro idioma este refrán perderá el significado real y sentimental del mismo, pero la esencia de esta frase se resume fácil, no importa que tan mínimo haya sido tu logro en cualquier área: ¡celebralo! Todas las cosas que vives, que has vivido, que has aprendido y disfrutado, nadie te las podrá quitar. Son tus vivencias, tus experiencias, tus aprendizajes; todos tan únicos y tan especiales, que siempre formarán parte de ti a donde quiera que vayas. Así que, recuerda: ¡que nadie te quite lo bailao!




ENGLISH VERSION




DID YOU KNOW?
AROUND HALF A
BILLION PEOPLE
SPEAK SPANISH.
Hopefully not at the same time,
or you won't hear anything.



¿DID YOU KNOW?
QUESTIONS
IN SPANISH
BEGIN WITH AN
UPSIDE-DOWN
QUESTION MARK.



DID YOU KNOW?
OVER 40 000
SPANISH WORDS
USE ALL
5 VOWELS.
That's a little
education for you.



DID YOU KNOW?
SPANISH IS EASIER
TO LEARN THAN
YOU MIGHT THINK.
Some experts estimate it takes less
than half a year to become fluent.

DID YOU KNOW?

DID YOU KNOW?
FR N H I T A
AL
EVERY CO
I T E V
And it' the offi
of 9 co

DI Y U
KINSHAS HA
HIGHES NU
OF FI
PE
I T E V

DI Y U
THE FI
OF
FRE CH
I T
Which doe
translate to ju

DI Y U
E IS THE MOST CO
LETT R I T E F
LANG AGE, BUT SOM
W OTE AN ENTRO
WITHOUT SI G I

DI Y U



Yaniri's FELIPE

Account Supervisor
Public Relations &
Corporate Social Responsibility
Republica Havaas



WIND

ENTER THE MAZE OF A



CRAFT

A DYSLEXIC MIND

Persson aka Notch, even revealed that he was affected by dyslexia. With the help of BETC Paris, PUISSANCE DYS created MINDCRAFT, a custom map that helps screen for dyslexia while you play a fun adventure.



Download the map and take part in the MINDCRAFT interactive experience.

collaboration, and communication that, in fact, give them superpowers! So how could PUISSANCE DYS spread its message and help more people with dyslexia? It turns out that many people are not even aware that they are currently dealing with dyslexia.

The video game Minecraft is notoriously very appealing to people with dyslexia that enjoy exploring, interacting and modifying blocks into its lo-fi environment and 3D sandbox mode. The creator of Minecraft, Markus

One of the best parts of many video games is getting to solve tricky puzzles. But what if a video game could solve a puzzle about you? Mindcraft is a set of specially created Minecraft maps that, while being explored, can help the player to discover if they have dyslexia.

The motto of PUISSANCE DYS is to think of dyslexia not as a disability but as a super ability, as people that live with dyslexia have to come up with unique ways of developing critical skills like problem solving, critical thinking,

Minecraft
BETC Paris

CASE STUDY





I N T R O D U C I N G

“

I DON'T

REMEMBER



LIVE

”

an immediate positive response from the media and networks that went beyond the borders of Argentina. This put Alzheimer's disease on everyone's mind and raised awareness about the importance of paying attention to the small, short-term forgetfulness that can occur as early as young adulthood. With a reach of 58.21M, and 270M impressions, ALMA had more consultations in 48 hours than in its entire history.



after the end of an important match, Racing's captain, Leonardo Sigali, gave the typical on-field interviews but with an unusual twist. He answered all the questions about the match he had just played with a confused "I don't remember" that upset not only the interviewing journalist, but also Sigali's colleagues and social media, which reacted immediately, with Sigali trending on Twitter within minutes. Hours later, a video was published in which the player revealed that his interview was part of a campaign carried out by Racing Club and ALMA (Alzheimer's Disease Association) stating that short-term memory failure is one of the first symptoms. The action had

Taking advantage of soccer's popularity in Argentina through one of the country's most important teams, Racing Club, this campaign sought to raise awareness about Alzheimer's disease, one of the main causes of dementia, and the short-term forgetfulness that is one of the first signs of the disease. The challenge was to find a creative and disruptive way to raise awareness among the adult and young adult population, with zero budget, and with an action that would go viral in an organic and relevant way in sports and other media. Soccer players' post-match statements are highly anticipated by fans, and so, on April 2nd,

I don't remember
HOY by Havas
Buenos Aires

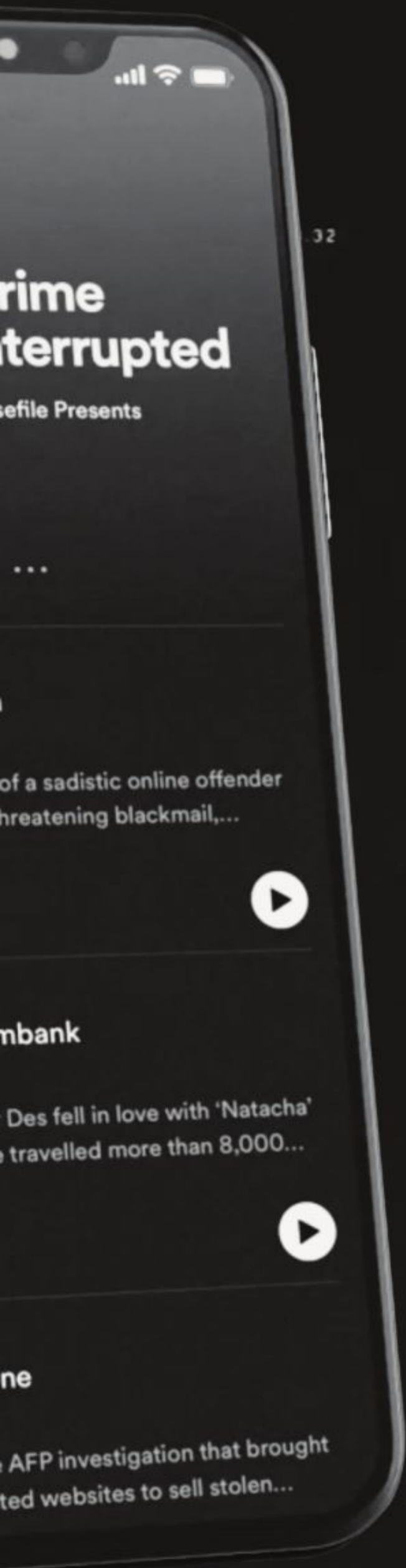
CASE STUDY



TRUE CRIME MEETS N



NEW RECRUITMENT



episode uncovered a different AFP operation, whilst diverse AFP investigators revealed just how important their modern skillsets were to the operation's success.

By the second episode, 'Crime Interrupted' was Australia's second most popular podcast, and #1 true crime podcast. It also broke the Top 10 in NZ and UK podcast charts, and is already in production for season 2.

More importantly, the podcast led to a 40% increase in applications from women, and recruitment hub traffic increased by 114%.

that were stopped not by the run-and-gun actions of armed responders, but by the smart actions of a diversely-skilled, broader team.

These stories were compelling and fascinating, but traditional media isn't equipped to tell in-depth, nuanced stories, and data showed that the desired audience were increasingly disengaging from traditional brand communication anyway.

'Crime Interrupted' was a podcast that de-classified six of the AFP's most notorious serious criminal investigations, and showcased the unexpected skillsets required to stop them. Each

The Australian Federal Police (AFP) exists to investigate and prevent serious crime in Australia, ranging from terrorism to human trafficking. But as serious crime becomes more complex, the skillsets required become more diverse. Unfortunately, law enforcement is often perceived as a dated and male-dominated industry.

To combat these misperceptions and position themselves as a progressive career choice, in 2021 the AFP repositioned themselves as an organisation that "outsmart[s] serious crime with intelligent action". Proof of the AFP's achievements lay in their success stories: serious crimes

Crime Interrupted
Host/Havas

CASE STUDY



Nathalie POONS

Chief
IMPACT Officer





At Havas, we have made the strategic choice of putting CSR at the heart of our strategy and business development, and at the heart of our client relations. Havas Impact+, the Group's CSR strategy, is implemented internationally whilst also allowing for specific local characteristics. With this in mind, Nathalie Pons, previously Deputy General Manager in charge of engagement at Havas Paris, has just been nominated Chief Impact Officer of Havas Village France.

Congrats on your **new role!**

What are your top priorities as Chief Impact Officer at Havas Village France?

This is a newly created post in France but it's by no means a blank page since all the entities have been engaged in this transformation for years. They have developed tools and initiatives to structure the way they go about their business, such as Havas Impact Carbon at Havas Media, or the Impact Score at Havas Paris. The priority is to add greater power and visibility to the initiatives that will come to shape our way of doing business so as to make a meaningful difference. For that, I need to gather all our energies together. My top priority is to find ways of bringing all of our entities on board, along with their clients.

What inspires and motivates you about working in the CSR space?

The meaning and the value of what we do. Advertising gets a bad press, excess consumption is vilified, ecological transition is complicated, stereotypes are hard to eradicate but, even so, we believe we have the power needed to play our part in developing a sustainable world by changing perceptions and influencing behaviours. It's no longer simply a matter of responsible communications that is expected of us now. The real issue is impact and our ability to demonstrate that communications can contribute to sustainability. Because the challenges – ecological, of course, but also social and societal – are so fundamental, we must be even more closely aligned and effective in steering our clients through this transformation, changing our business practices to prove their positive impact.

How will you work with other Havas Group entities to make our Group more sustainable as a whole?

Havas Impact+ is our common goal. The CSR team headed by Stéphanie Bertrand-Tassilly plays a vital role in showing us the way, reminding us of the framework and promoting best practices between the different Villages. There may be specific local aspects as a result of regulations, or issues of different degrees of business maturity. But we need to share all the positive initiatives and study their potential for extension to other countries.

What does success look like for you in this role?

Words are not enough.
There is no positive impact without concrete measurement of progress made.
We need shared indicators and regular monitoring.

What changes have you seen in how companies approach social impact throughout the course of your career?

This is the core issue in business today. Not one Shareholders' Meeting goes by without us being questioned about our CSR policy or even a minimum Ecovadis rating. What is at stake today with Havas Impact+ is nothing short of our license to operate in the future.





Havas Africa

Let us start by talking about Africa as a continent. A continent made up of 55 countries, each with its own culture, heritage, language, beliefs, and level of progression.

Progression itself is a debatable term. What is progress in Africa? Sometimes it is as basic as quality infrastructure, sometimes as global as gender equality, and at other times as exciting as being first movers in terms of technology and innovation. But, perhaps most importantly, the heart of progression is about being at peace with and proud of one's achievements in a challenging environment.

If there is one aspect that unites the continent, it is love and pride, for one's culture, one's work, one's unique ways of thinking and doing, and the boldness that comes out of all this.

"Nothing is impossible in Africa! And that's what I love, every single day. Every challenge comes with an opportunity, it's up to us how big we want to make it."
– Aurelie Jarry, Regional Director West Africa.

Still today, for many people, Africa evokes images of rainforests or savannahs dotted by elephants, and then there's this idea of Africa as a humanitarian tragedy with famine, epidemics, and violent coups. The problem with these subjects is that they make you miss the reality. And the reality is that the world itself is becoming more African. Projections show that, by 2050, Africa's population will double. This means that, by the end of the century, sub-Saharan Africa will be home to almost half of the young people in the world!

Havas has 14 offices across the continent – Ivory Coast, Senegal, Burkina Faso (French-speaking West Africa), Democratic Republic of Congo, Gabon (French-speaking Central Africa), Nigeria, Ghana (English-speaking West Africa), Morocco, Tunisia, Algeria (Northern Africa), Kenya, Tanzania, Uganda (East Africa) & South Africa.

All our offices today are multi-expertise, integrated service offerings that cover the full comms spectrum from strategy to creative to media to PR & Events and activations. Many of our offices serve as regional hubs, to manage neighbouring markets.

Havas Africa started in 2010 with the very first client, Visco luxury African wax fabric, a beautiful start to a roller coaster ride through numerous big clients like Coca-Cola, Airtel, Unilever, Accor Hotels, Emirates, and many others over the years, to today being a unique network combining Havas global skills, tools and methodologies, with local execution, insights and strategies.

"It is exciting to see African markets grow so fast. All the local teams are so invested and passionate, always developing new content and collaborations. I am very proud of the recent launch campaign we did for The Bachelor, for Canal+ in Gabon."
– Erika Vi, BUD PanAfrica.

Havas Africa is a team of 200 young, talented people, believing in meaningful communication as a solution to not only clients' business problems but also to socio-economic issues and consumer challenges. It's all about local relevance and seeing the impact of your work.

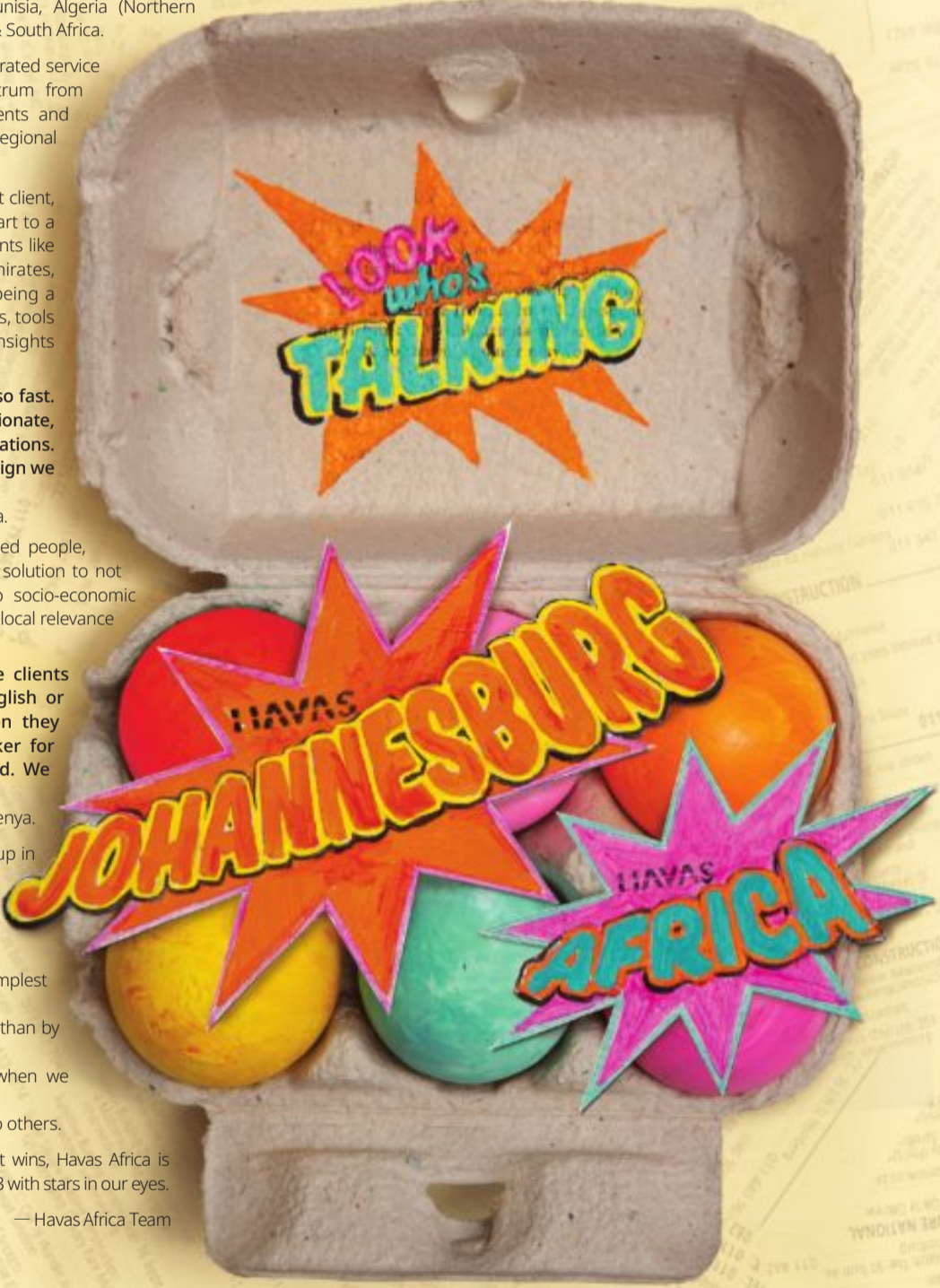
"5 years ago it was so difficult to make clients understand that a global creative in English or French does not work here. Today when they understand the need for a native speaker for community management, I am truly glad. We have come a long way!"
– Joyce Kigathi, Strategy Director, Havas Kenya.

Our mantra at Havas Africa can be summed up in five points:

1. Love customers. We are in the service industry after all! We are in love with this continent, our clients and their needs.
2. Keep it simple. The best messages are the simplest to understand.
3. Learn by doing, testing and showing more than by just talking.
4. Have fun creating. It's more interesting when we have fun doing it together.
5. Stay humble. Question yourself and listen to others.

Following a string of interesting and important wins, Havas Africa is ending 2022 on a big high, and welcoming 2023 with stars in our eyes.

— Havas Africa Team



- THE PEOPLE IN CHARGE
- THE BUSINESS DOERS
- THE STRATEGISERS
- THE IDEA HAVERS
- THE PRODUCERS
- THE MONEY COUNTERS
- THE BEHIND THE SCENERS
- THE SPACE FINDERS
- THE NEWS SPREADERS
- THE WEBSITE



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Now that you've reached the end of this issue of DARE!, perhaps you noticed that, on many of the pages, certain words have been highlighted. If you go back to the beginning and put all these words together, you'll reveal a hidden message.



THE LAST WORD