# Havas launches AI-powered Converged to tackle cookieless era as McCann London faces leadership shake-up amid IPG-Omnicom merger talks



Havas Media Network UK has unveiled 'Converged', an AI-powered marketing engagement solution that promises to transform how advertisers navigate the challenges posed by a cookieless digital future. The platform offers a transparent, cross-platform approach that integrates planning, dynamic activation, and audience reporting at scale. This innovation enables advertisers to make smarter, audience-led media decisions by providing a unified view across channels, addressing the growing complexity brought on by the depreciation of cookies and the rise of new advertising technologies.

As one of the largest advertising groups globally, Havas Media Network serves high-profile clients such as Domino’s, Bumble, Bethesda, Kia, BBC, Starbucks, Ocado, Maersk, and the British Red Cross. The network is committed to delivering impactful media experiences through its diverse brands—Havas Media, Havas Entertainment, Havas Market, and Havas Play—focusing on creating meaningful differences for brands, businesses, and individuals.

Meanwhile, McCann London has been undergoing notable leadership changes that may signal a period of strategic repositioning. Lynsey Atkin, who joined as Chief Creative Officer from Channel 4’s 4Creative, has departed after just four months. Emiliano González De Pietri, a creative leader from Spain, will take over the role. This shift follows recent exits of key figures such as London CEO Polly McMorrow and COO Jemima Monies, highlighting a significant shake-up amid ongoing industry consolidation.

Such leadership transitions come at a critical moment as a major merger is in the works between two advertising giants, Omnicom and The Interpublic Group of Companies (IPG). IPG, founded in 1930 as McCann-Erickson, is one of the 'Big Four' agency holding companies along with WPP, Publicis, and Omnicom. It encompasses major networks including McCann Worldgroup (to which McCann London belongs), FCB, MullenLowe Group, and IPG Mediabrands. If completed, the merger could reshape the competitive landscape of the advertising industry, affecting strategic priorities and operational structures across agencies.

These developments reflect a broader trend of adaptation within the advertising sector as companies respond to evolving technological ecosystems and complex market dynamics. Havas’s investment in AI-driven solutions such as 'Converged' underscores the growing emphasis on data-driven, privacy-conscious strategies. At the same time, the executive reshuffles at McCann London amidst the potential Omnicom-IPG merger highlight the churn often accompanying large-scale industry realignments.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[2]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[3]](https://www.lbbonline.com/news/havas-media-network-uk-launches-cross-platform-planning-to-activation-solution-for-a-cookieless-future)
* Paragraph 2 – [[1]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[4]](https://www.iabuk.com/member-directory/havasmedia)
* Paragraph 3 – [[1]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[2]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[5]](https://www.moreaboutadvertising.com/2025/02/cco-atkin-quits-merger-bound-mccann-after-four-months/), [[6]](https://en.wikipedia.org/wiki/The_Interpublic_Group_of_Companies)
* Paragraph 4 – [[1]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[2]](https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532), [[5]](https://www.moreaboutadvertising.com/2025/02/cco-atkin-quits-merger-bound-mccann-after-four-months/), [[6]](https://en.wikipedia.org/wiki/The_Interpublic_Group_of_Companies), [[7]](https://en.wikipedia.org/wiki/McCann_%28company%29)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532> - Please view link - unable to able to access data
2. <https://www.campaignlive.co.uk/article/agencies-agenda-havas-media-network-ipg-mccann-london/1924532> - This article from Campaign Live discusses recent developments involving Havas Media Network, IPG, and McCann London. It highlights Havas Media Network UK's launch of 'Converged', an AI-powered marketing engagement solution designed to help advertisers make smarter, audience-led media decisions in a cookieless future. The piece also touches upon leadership changes at McCann London, including the departure of Chief Creative Officer Lynsey Atkin after four months, and the appointment of Emiliano González De Pietri as her successor. Additionally, the article mentions the impending merger between Omnicom and IPG, which is expected to significantly impact the advertising industry.
3. <https://www.lbbonline.com/news/havas-media-network-uk-launches-cross-platform-planning-to-activation-solution-for-a-cookieless-future> - LBBOnline reports on Havas Media Network UK's introduction of 'Converged', an AI-powered marketing engagement solution aimed at enabling advertisers to make more informed, audience-centric media decisions in a cookieless environment. The solution offers a transparent cross-platform approach, providing a unified view from planning to dynamic activation and audience reporting at scale. This initiative addresses the challenges posed by the depreciation of cookies and the emergence of new channels and technologies in the advertising landscape.
4. <https://www.iabuk.com/member-directory/havasmedia> - The Interactive Advertising Bureau (IAB) UK provides an overview of Havas Media Network, one of the largest advertising groups globally. The network collaborates with prominent clients such as Domino’s, Bumble, Bethesda, Kia, BBC, Starbucks, Ocado, Maersk, and the British Red Cross. Havas Media Network's mission is to make a meaningful difference to brands, businesses, and individuals by delivering impactful media experiences through its four key brands: Havas Media, Havas Entertainment, Havas Market, and Havas Play.
5. <https://www.moreaboutadvertising.com/2025/02/cco-atkin-quits-merger-bound-mccann-after-four-months/> - More About Advertising reports on the unexpected departure of Lynsey Atkin, Chief Creative Officer at McCann London, just four months after her appointment. Atkin, who joined from Channel 4’s 4Creative, is set to be replaced by Emiliano González De Pietri from Spain. The article also notes the recent exits of London CEO Polly McMorrow and COO Jemima Monies, highlighting the significant leadership changes at McCann London amid the impending merger between Omnicom and IPG.
6. <https://en.wikipedia.org/wiki/The_Interpublic_Group_of_Companies> - The Wikipedia page for The Interpublic Group of Companies (IPG) provides comprehensive information about the American advertising company. Founded in 1930 as McCann-Erickson, IPG is one of the 'Big Four' agency companies, alongside WPP, Publicis, and Omnicom. The company consists of five major networks: FCB, IPG Mediabrands, McCann Worldgroup, MullenLowe Group, and Marketing Specialists, as well as several independent specialty agencies in areas such as public relations, sports marketing, talent representation, and healthcare.
7. [https://en.wikipedia.org/wiki/McCann\_(company)](https://en.wikipedia.org/wiki/McCann_%28company%29) - The Wikipedia page for McCann provides detailed information about the global advertising agency network. Formerly known as McCann Erickson, McCann operates in over 120 countries and is part of McCann Worldgroup, which includes agencies like MRM//McCann, Momentum Worldwide, McCann Health, and Weber Shandwick. McCann Worldgroup, along with MullenLowe and FCB, is part of The Interpublic Group of Companies (IPG), one of the four major holding companies in the advertising industry.