



## **Ogilvy Group Belgium Names Laure Van Hauwaert Institutional Communications Director**

**BRUSSELS – 1 March 2013** – Ogilvy Group Belgium is proud to announce that Laure Van Hauwaert has been promoted to the newly created role of Director of Institutional Communications. This promotion recognises Van Hauwaert's management of award-winning integrated campaigns including work for the European Commission's DG Environment and other institutional clients.

A ten-year veteran of Ogilvy, Van Hauwaert most recently served as Director of Corporate and Consumer Communications at Ogilvy Public Relations. In this newly created Ogilvy Group role, Van Hauwaert will continue to be a valued member of the public relations team and take on leadership of the agency's multidisciplinary institutional communications practice. Her responsibilities will include the development of campaigns for Ogilvy's existing European institutional clients and leading the agency's growing work with the European Parliament's Directorate-General for Communication.

**Ogilvy Group Belgium CEO Koen Van Impe said:**

"We are delighted that Laure will be bringing her considerable experience to this role to build on the excellent work developed for our institutional clients. Our approach focuses on our strategic tools and expertise to raise awareness, enhance relevance and trigger emotions for some of the world's leading brands. Laure has been dedicated in applying our expertise in brand communications to help institutions to engage more deeply with consumers".

**Laure Van Hauwaert, Director of Institutional Communications said:**

"I am really excited to pursue this new role as Director of Institutional Communications. It is highly motivating to be part of a team helping to educate and engage European consumers about the added value of the European Union through the promotion of the work of its institutions. I am looking forward to using my expertise from my time spent in corporate and consumer communications to drive the success of the institutional communications practice".

Ogilvy Group Belgium has won a number of campaigns for the institutions and NGOs, including major campaigns for the European Commission's DG Environment (flagship campaigns on Biodiversity in 2010 and Resource efficiency in 2011-2012) and for the European Parliament's DG Communication (developing the EP's communication strategy in the run up to the 2014 EU elections) and award winning work for WWF Belgium ('All to Nagoya') and the Alzheimer's Disease International ('Donate you Facebook Timeline for Alzheimer Disease').

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### **About Ogilvy & Mather**

Ogilvy & Mather is one of the largest marketing communications companies in the world. In 2012, O&M was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effies Global Effectiveness Index. The company is comprised of industry leading units in all of the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing; consulting, research and analytics capabilities; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit [www.ogilvy.com](http://www.ogilvy.com), or follow us on Twitter at @OgilvyWW and on Facebook.com/Ogilvy.

### **About Ogilvy Public Relations**

Ogilvy Public Relations (Ogilvy PR) is a global, multi-disciplinary communications leader operating in more than 85 offices across six continents. In 2012, Ogilvy was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effie Global Effectiveness Index, named Public Affairs Consultancy of the Year by the Holmes Report, won Consumer Consultancy of the Year in Asia Pacific (Holmes Report), and won the WPP global, top award (WPPed Cream, Crème de la Crème) for the fifth time in six years. Ogilvy PR integrates deeply with all Ogilvy & Mather disciplines (advertising, direct marketing, activation, promotional, digital and entertainment) through the proprietary Ogilvy Fusion™ approach to delivering comprehensive, business solutions through content creation, community building, and communications with measurable results. Ogilvy PR is a unit of Ogilvy & Mather, a WPP company (NASDAQ: WPPGY), and one of the largest marketing communications companies in the world. For more information, visit our website at [www.ogilvypr.com](http://www.ogilvypr.com) or follow us on Twitter at @ogilvypr.

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