Yannick Bolloré Says Havas' Size Is Its Strength: 'I'm Not Sure Scale Is an Advantage Today'

As the industry consolidates and bets on scale, Havas is content being the midsize challenger.

"I don't want to say bad things about my competitors, but when I compare Havas results and some of our peers, I'm not sure that in today's world scale is an advantage," CEO Yannick Bolloré told ADWEEK ahead of the holding company's second quarter earnings call on Thursday.

Havas posted 2.5% organic growth in the second quarter, with North America up 6.4%. Though most of its peers have yet to report this quarter, they top Publicis' Q2 results and beat out WPP and Omnicom's Q1 performance in the region.

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