



- Press Release -

**My Media Group combines Business and Aubert Storch to form HEROIKS,  
France's #1 independent communications group**

**My Media Group, France's leading independent consulting and media buying group, Business, a leading TV agency established in advertising creation and Aubert Storch, a creative strategy consulting firm, are joining forces to create the largest independent communications player in France: HEROIKS.**

The new group, with a **gross margin of 50 million euros and over 300 employees**, will offer a unique and fully integrated range of services, building on the method that has made My Media Group, Business and Aubert Storch so successful: **the results-focused culture** integral to their DNA.

Boasting the highest standards in terms of efficiency and return on investment, **HEROIKS will be unique in being able to cover the entire advertising value chain**. Clients will reap the benefits of the company's extensive experience in communications strategies and impactful advertising, combined with its considerable expertise in space buying.

In addition to its unique offering backed by wide-ranging expertise, **HEROIKS boasts a shared culture like no other in the market:**

- **Executives who are just as invested** as their clients
- **Close working relationships and a responsive attitude**, delivering fast, agile solutions
- **Innovation and a desire** to shake up traditional models

Over the past 15 years, My Media Group has orchestrated most of the launches for media pure players (Zalando, Vistaprint, Just Eat, Trivago, Vinted and others) and has established itself as **the leader in customer acquisition through the use of multiple TV analytics innovations**. My Media Group has also developed **SEO and search marketing leadership with 180 employees** through its Search-Foresight subsidiary and its important external majority stake acquisition in Peak Ace, which operates in over 20 languages, allowing My Media Group to offer their clients truly global campaigns and strategies.

Business has been a major advertising player since 1978 and has **produced some of France's most memorable and popular campaigns**: "*Lapeyre, y'en a pas deux*", "*Carglass répare, Carglass remplace*", "*Knorr, j'adore*", "*Ooopic 2000*"... Business uses a **powerful, unparalleled method that mixes media strategy and creation to boost brands' profiles** with short formats, great slogans and strategic media planning that prioritises repetition and off-peak periods.

For the past 25 years, Aubert Storch, one of the giants of the sector, **has treated marketing as the embodiment of long-term strategic vision**. This means focusing on simple ideas with a straightforward approach in keeping with the relevant time and place. **Having created many iconic marketing stories (for MAAF, MMA, LCL, Galeries Lafayette and others)**, Aubert Storch has perfected the principles of

**publicity**, paying equal attention to the design of a company's project and its implementation through advertising and marketing.

In bringing these players together, **there is huge potential for collaboration within the HEROIKS group** and brands can be supported at any stage (getting established, acquisition and brand performance).

To make this merger even more seamless, My Media Group, Aubert Storch and Business all share the same approach, leveraging **an ongoing focus on effective investments and optimised ROI** in an increasingly competitive landscape where agencies must be able to clearly articulate why their models and services are the right choice. With a combined **experience of 40 years in publicity that helps advertisers increase their profits, 15 years of expertise in media ROI and 12 years in search**, HEROIKS is in a position to **offer something unique in the advertising and media worlds**.

Anthony Ravau, HEROIKS CEO, explains: "in creating HEROIKS, we are giving our clients **access to a more extensive and better-performing range of services**, in terms of strategic consulting, creation and customer acquisition. We will now have a fully integrated and unprecedented offering that delivers for advertisers, with high standards of efficiency from one end of the chain to the other to maximise ROI for our clients."

Georges-Henri Bousquet, Business CEO, adds: "By **combining our strong creations with powerful programming on the most appropriate channels**, we guarantee advertisers that our publicity is more effective than any other."

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