Leo Burnett

The agency was founded during the Great Depression on August 5th, 1935, and is named after its founder, Leo Burnett. Part of the Publicis Groupe, Leo Burnett is one of the largest agency networks with 96 offices in 84 countries and more than 9,000 employees.

The Italian agency, opened in 1966, now has three offices in Milan, Rome and Turin. It is the third largest agency in the Leo Burnett Worldwide network and the headquarters for the Continental Western Europe Region.

Leo Burnett Italy has around 300 employees and over 50 clients, operating in the most important fields of the Italian market.

Leo Burnett Italy Group consists of the following units:

- **Leo Burnett**: specialized in advertising, consumer engagement and BTL
- **ARC**: mainly specialized in digital communication and shopper marketing
- **Leo Design**: focused on design, packaging and brand identity
- **Leo M.I.C.E.**: meetings, incentives, conventions and events
- **Miracle**: production unit specialized in prints and videos
- **B&MI**: Business and Marketing Intelligence unit

HumanKind, the network philosophy, is the basis of Leo Burnett’s approach to business. It is about people, purpose, and changing behavior, and is a firsthand look at marketing that serves true human needs and not the other way around.

Leo Burnett Group wants to be an indispensable and key ally for the growth of our clients in developing and strengthening brands.

Giorgio Brenna is Chairman & CEO of Leo Burnett Continental Western Europe and member of the Leo Burnett Worldwide network.

Under his leadership, Leo Burnett has become a modern business model in the international communication market.

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”