

We hate
to come
2nd

**We celebrate a 40th birthday this year,
marking a long history of being first.**

We were the first ever media agency, the first global out-of-home network and the first group with a global digital offering. We have always put innovation at the heart of our growth plans, pioneering the best tools and solutions in our industry. Back in 2002 we held the world's first

virtual car clinic in China, in the days before the world 'caught the bug' about all things China and digital.

Coming second is not good enough; only first will do. To us, there's no such word as can't.

1968

CARAT ESspace

World's first Media Agency,
founded in PARIS

★ **1989**

CARAT BECOMES
EUROPE'S 1st MEDIA PLANNING
& BUYING ★ NETWORK

1991 WORLD'S FIRST
ONCOLOGY MONITOR
BY HEALTHCARE

CARAT

extends ITS SERVICES
INTO ALL ASPECTS OF
Media COMMUNICATION
a NEW kind of Agency

95

1996 posterScope
Becomes first
GLOBAL OUT OF
HOME NETWORKS

1st PAX
SURVEY

2002 WORLD'S

1st VIRTUAL
CLINIC

2003 Launch of the SYNOVATE BRAND

FIRST & ONLY RESEARCH COMPANY WITH NO HEAD OFFICE or NATIONAL BOUNDARIES

2003 Creation Of
ISOBAR
WORLD'S 1st GLOBAL
digital MARKETING
NETWORK

06 Synovate's first
Agency in the World

2007
ISOBAR
NAMED world'S
1st interactive
agency★★