



*The leaders team,
left to right:*

*Frans,
Lilith,
Lucas,
Bérangère,
Margot,
Antoine.*

Rosbeef! becomes HOMERUN

**New governance, stronger international presence,
affirmed positioning: indie Paris-based agency
Rosbeef! changes the game and its name.**

More than just a new identity, it's an unprecedented strengthening of the independent agency around a new governance and a strategic statement: to combine creation and consultancy to help brands gain in relevance, iconicity and profitability.

"When you play beyond the field's limits, you score more points" - in baseball, that's what we call a "home run"... and it's been the agency's philosophy since it was founded in 2006 by Frans McCabe and Antoine David... and its new name as of today.

The context: an entire industry in need of rethinking.

It's a fact that needs to be looked at head-on: the agency-advertiser relationship needs to be completely rethought within a "MarCom" model that is showing its limits. Brands feel trapped in an infinite loop where the only way out seems to be more spendings to be more competitive. More channels, more touch points, more content, more budget... Mirroring this, agencies are doing their best to provide ever more within frameworks that are at best "same same", at worst "restricted". But ultimately, in this frantic race, what place is there for value creation?

"We believe that brands shouldn't just do more, but do it better. By clarifying their core, their essence and making it culturally relevant, they can capture attention and generate growth without getting lost in media one-upmanship" - explains Lilith Peper, CSO.

An approach that goes far beyond traditional advertising.

HOMERUN thus confirms the agency's native vision, resolutely strategic and hybrid: it's all about helping brands to grow by playing on 2 levers simultaneously.

Innovation: by helping them create value through tangible evidence - new products, new services, marketing efficiency, new brand architectures and business models.

Communication: by enabling them to activate this value in an impactful way - advertising, content, social and influence, experiential, UX and tech, branding and commercial architecture...

"This back-and-forth, between innovation and communication, between rational and emotional, between reassurance and surprise, has always been the agency's trademark. We've never stopped transcending advertising to talk about brands: how to make them grow, how to anchor them in the times, how to imagine new business opportunities for them. Today, we're asserting this a little more strongly. - explains Lucas Varone, CIO.

With this change of name, HOMERUN has adopted a model where creation and consulting work hand in hand, inspired by the approaches of strategic consultancies, but rooted in creative execution. Our clients (Bel, French bee, Brasseries Kronenbourg, TGV Lyria, EDF...) are not mistaken, and they like to think, beyond the campaigns, of the future of their brands hand in hand with the agency.

Strengthened governance to support this ambition.

Above all, HOMERUN marks a new stage in its structuring with the arrival of 4 new partners:

- **Bérangère Schehl**, with Rosbeef! for 7 years, has been appointed DGM and Chief Operating Officer, in charge of the agency's operational structure.
- **Lucas Varone**, also in charge of the "United" business unit (dedicated to sports), deploys his intrapreneurial approach by becoming DGM and Chief Innovation Officer.
- **Lilith Peper**, who joined us a year ago from Braaxe and Havas Play, is appointed DGM, Chief Strategy Officer.
- **Margot Helfter**, ex-BETC Fullsix, award-winning creative director and jury member at numerous festivals, joined the agency as Chief Creative Officer in September 2024 to head up the creative studio.

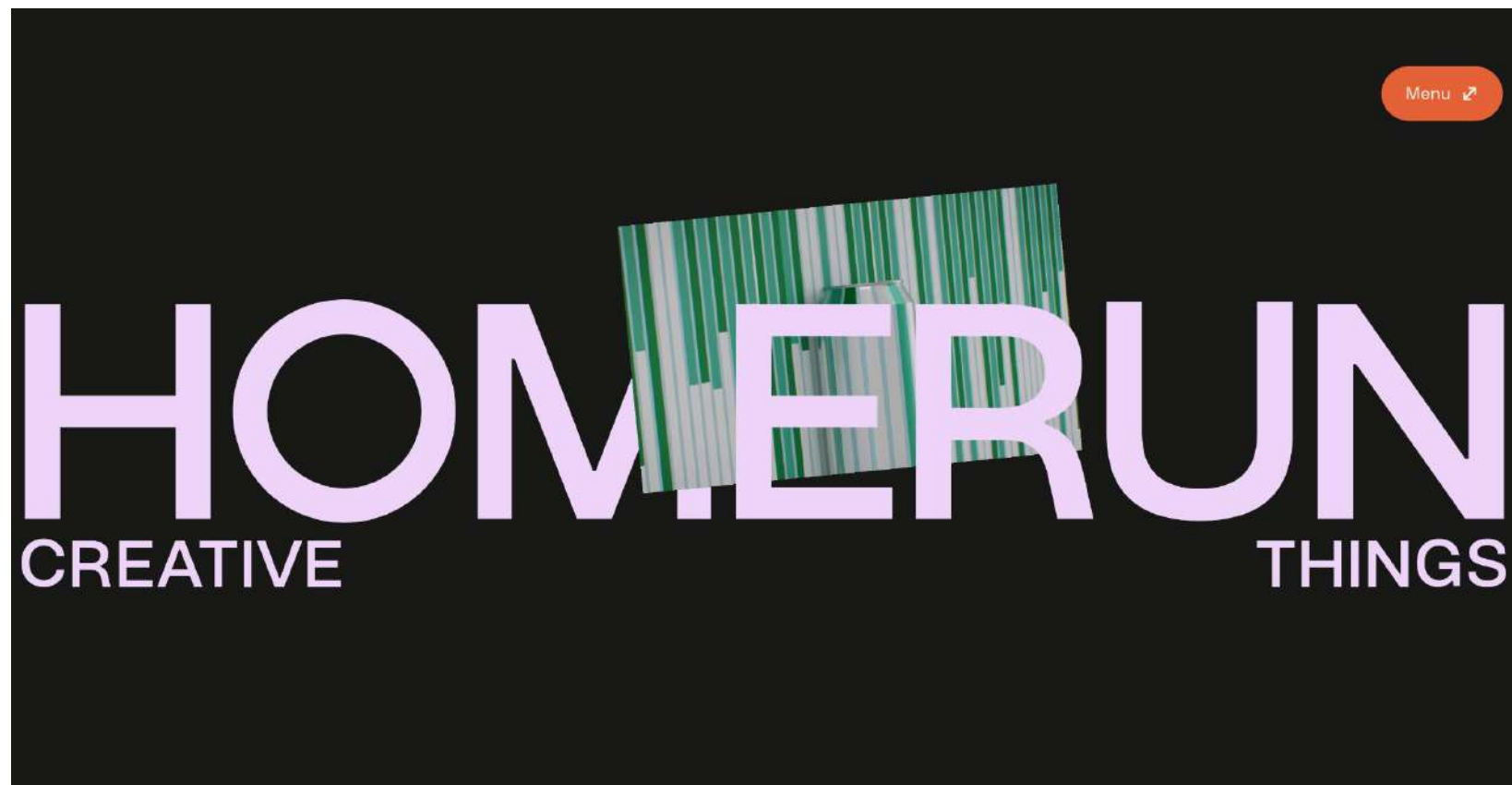
Together, they will be in charge of the day-to-day running of the agency, as well as setting its major directions. Co-founder **Frans McCabe** takes on the role of Chairman, while developing an integrated AI project to be unveiled in the second half of the year. **Antoine David** remains CEO, and will focus on international development.

A stronger international presence.

In addition to his current role, Antoine has been appointed EMEA Director on the board of WPI (Worldwide Partners) — the most collaborative agency network in the work — and is strengthening HOMERUN's strategic partnerships with its sister agencies. In the wake of pitch wins with LG2 (Canada), MRB (Switzerland) and Advance (Denmark), among others, the agency is intensifying alliances that give it access to cutting-edge expertise in branding, design, commercial architecture, digital and data.

New web site

www.homerun.today



Launch film

www.homerun.today/new



HD picture of the leading team

www.homerun.today/boss



“What’s a homerun” video

www.homerun.today/homerun



À propos de HOMERUN

Fondée en 2006 sous le nom de Rosbeef!, HOMERUN est une agence indépendante qui aide les marques à conjuguer innovation et communication pour gagner en pertinence culturelle. Basée à Paris et connectée au réseau international WPI, l'agence accompagne des clients comme Bel, EDF, French bee, Brasseries Kronenbourg, La Monnaie de Paris, TGV Lyria... Son approche hybride mêle conseil stratégique et excellence créative pour faire émerger des marques fortes, actuelles et rentables.

Contact

Ethel Bachellerie 06 62 79 19 21
ethel.bachellerie@yahoo.fr

HOMERUN

6 bis, rue Richard Lenoir, 75011 Paris
www.homerun.today