

la chose welcomes one of France's most awarded CCOs **Fabien Teichner** //

A major announcement that marks a promising and decisive turning point in the history of the agency founded by Pascal Grégoire and Eric Tong Cuong.



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By immersing ourselves at the heart of the action, we're able to react quickly and create great things. This is the energy that I loved so much at Marcel, and that I've found again here. But there's something else at this agency, something very exciting, perfectly epitomized by its name: la chose, a cultural blend of influence, strategy,

literature and music. It's a fabulous heritage, which comes in part from the co-founders' experience, and one which will continue to breed beautiful brand sagas, new services, and new forms of communication merging with entertainment.

Fabien Teichner, CCO.

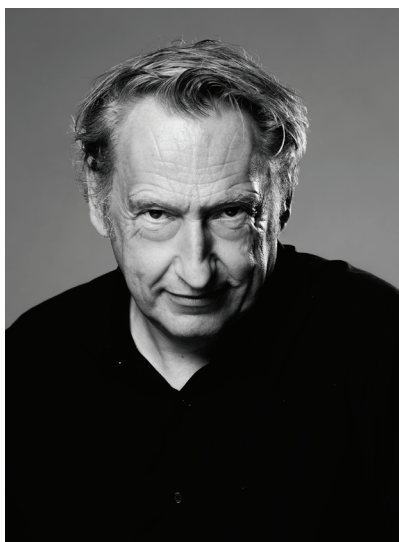


Focus //

After helping found agency Marcel, Fabien Teichner joined agency Serviceplan, boosting their notoriety and helping them become a household name in the industry. Here, he helped earn new clients, notably winning grocery chain Auchan, one of France's most sought after accounts in 2018, while helping the agency shine at the biggest French and international festivals with wins at Cannes Lions, Clio, Eurobest, One Show, NYF, Club Des DA...

At his previous agencies, Marcel, DDB and BETC, Fabien helped build remarkable creative sagas that have since become industry references, for brands such as Volkswagen, Orange, Air France, GQ, Instagram, DS Automobiles, Brandt, National Geographic and grocery chains Intermarché, Auchan and Carrefour.

It's an independant creative agency. It's 120 collaborators and 24 M€ in revenue.
It's emblematic clients like: Sécurité Routière, Kronenbourg, 1664, GrandOptical, Coca-Cola, La Fourchette, Solocal, Piper-Heidsieck, Jardiland, Générale d'Optique, La Monnaie de Paris, L'ADEME, Nocibé, Virgin Radio...



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This is a major milestone for the agency. We want to orient it towards creative excellence as well as grow stronger in strategy, digital and data, the core concerns of brands today. As such, Fabien is the ideal person to work with, to accompany us in this new step!



Pascal Grégoire, CEO founder.

LA CHOSE



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Independent agency since 2006