



*Press release  
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## **heaven officially launches VERTICAL, its social-first studio dedicated to native content and performance**

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**In response to the acceleration of mobile usage and the rise of short-form formats, heaven (Hopscotch Groupe) officially launches VERTICAL, a dedicated unit focused on producing content designed for social platforms. Already deployed with clients such as Adobe, Deliveroo, Renault, Macif, and O'Tacos, the studio combines creation, platform adaptation, and performance optimization.**

### **Vertical: the new standard in content strategies**

Driven by TikTok, Instagram Reels, and YouTube Shorts, vertical format has established itself as the standard for consuming mobile content. At heaven, this evolution is reflected clearly: 94% of deliverables produced by the agency today are requested in vertical format.

But the shift goes beyond just video format. Brands now expect partners who can quickly produce native content, adapt it to platforms, and continuously measure its impact.

“Brands no longer ask us for a campaign every six months, but for the ability to produce and optimize content on a weekly basis. VERTICAL answers this new economy of continuous content,” says Arthur Kannas, heaven CEO.

### **VERTICAL: a studio designed for usage and performance**

With VERTICAL, heaven formalizes a team entirely dedicated to social-first content production.

The studio is led by Maxime Beau (Creative Producer), Manon Tarby (Project Manager), and Anis Birouk (Creative Strategist), combining creative, editorial, and strategic expertise in service of brands.

The studio relies on an integrated approach, combining platform understanding, community culture, creative rigor, and performance management.

VERTICAL was designed to produce content that is native, authentic, engaging, built to perform, and quickly activatable.

## **A structured approach around three core expertise areas**

To address advertiser challenges, VERTICAL is organized around three complementary pillars:

- **NATIVE CONTENT PRODUCTION**  
UGC, shootings, motion, AI, long formats, short formats.  
Vertical relies on a dedicated team of talents with deep knowledge of social codes.
- **MASTERY OF DISTRIBUTION LEVERS**  
Adaptation to each platform's codes, multi-format variations, and numerous cut-downs ("clips") to easily maximize production volume and content circulation.
- **PERFORMANCE TRACKING**  
Vertical leverages the media expertise of the heaven agency to anticipate performance by format, from boosted organic posts to social ads.

## **Meeting the market's new demands**

In a context where brands must produce more, faster, and with a high level of creative excellence, heaven strengthens its positioning with a dedicated structure.

**With VERTICAL, the agency asserts its ambition: to sustainably support brands in a content economy that has become continuous, demanding, and performance-driven.**

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## **About heaven**

heaven is a next-generation advertising agency. heaven connects brands to communities and conversations across the web.

Drawing on its deep understanding of new digital and social behaviors, heaven designs and deploys innovative, high-performing strategies and campaigns—both local and international—that join the heart of online conversations.

Since 2016, heaven has also publishes "Born Social," the leading annual benchmark tracking the evolution of Next Gen behaviors among children under 13.

To design and deliver its campaigns, heaven is organized around specialized expertise areas: Influence, Social, Brand Content, Media, UX, Creative Tech, and Research—all of which fuel creative advertising.

Part of Hopscotch Group, heaven's active clients include brands such as Adobe, Deliveroo, Macif, Xbox, Bel, and O'Tacos.

The agency is led by Arthur Kannas and consists of 70 employees with complementary skill sets.

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