

CKB Snapshot Asia Pacific Marketing Communications M&A3 (2011) Mergers & Acquisitions, Alliances and Alternatives

OTHER				
Group	Company	Partner	Type	Activity
Omnicom	Fleishman-Hillard	---	PR	Launched global China practice to help Chinese companies integrate into foreign markets
WPP	Burson-Marsteller	Arcay Comms	PR	M&A: Majority Target Chinese companies in Africa
	Ogilvy	---	---	Launched China Practice in U.S.

MONGOLIA				
Group	Company	Partner	Type	Activity
WPP	Ogilvy PR	Breakthrough PR	PR	Strategic Partnership

KOREA				
Group	Company	Partner	Type	Activity
Independent	Bilcom	Asiance	Digital	Strategic Partnership
Publicis	ZenithOptimedia	Publicis Welcomm	Media	Split ZOM launched own

JAPAN				
Group	Company	Partner	Type	Activity
Aegis	Isobar	Filefix	Digital	M&A: 100%
Dentsu	Dentsu Inc. Dentsu Razorfish	Microsoft Japan	Digital	Strategic Partnership
	Dentsu Inc. Dentsu Digital	Asatsu-DK	Media	JV
Independent	Rudder Finn	Kyodo PR	PR	Strategic Partnership
WPP	WPP	DAC	Digital	M&A: Majority

INDIA				
Group	Company	Partner	Type	Activity
Aegis	Aegis Media	Doosra	Agency	M&A: Majority
Dentsu	Dentsu	Dentsu Comms	Agency	M&A: 74% ▶ 100%
	Dentsu	Dentsu Marcom	Agency	M&A: 74% ▶ 100%
	Dentsu	Dentsu Creative Impact	Agency	M&A: 74% ▶ 100%
Omnicom	Ketchum	Sampark PR	PR	M&A: Majority
Publicis	DAS	Mudra Group	Agency	M&A: 10% ▶ Majority
WPP	PHCG	Watermelon	Healthcare	M&A: Majority
	JWT	Mindset	Agency	M&A: Majority
	Y&R / VML	Qais Consulting	Digital	M&A: Majority

SRI LANKA				
Group	Company	Partner	Type	Activity
WPP	Kantar	Lanka Market Research	Research	M&A: 49% ▶ 100%

THAILAND				
Group	Company	Partner	Type	Activity
WPP	STW Group	Edge Marketing	Agency	M&A: Majority

VIETNAM				
Group	Company	Partner	Type	Activity
Dentsu	Dentsu	Neko	Media	JV: 90%
Omnicom	Fleishman-Hillard	Biz\Tequila	PR	Strategic Partnership
WPP	OgilvyOne	Who Digital	Digital	M&A: Majority
	STW Group	Edge Marketing	Agency	M&A: Majority

PHILIPPINES				
Group	Company	Partner	Type	Activity
WPP	Grey	Campaigns & Grey	Agency	M&A: Minority ▶ Majority

INDONESIA				
Group	Company	Partner	Type	Activity
Aegis	Isobar	Mediatrac	CRM	Strategic Partnership
Independent	Iris	Nava+ Group	Agency	Strategic Partnership
Omnicom	DDB	Daya Maha Berkarya	Agency	Split DDB launched own
WPP	STW Group	Bullseye	Digital	M&A: 51%

SINGAPORE				
Group	Company	Partner	Type	Activity
Havas	EuroRSCG	Siren	PR	M&A: Majority
Independent	Go/React	Go Direct! React	Digital	Merger
WPP	Cohn & Wolfe	XPR	PR	M&A: Majority
	Kantar	GMI	Research	M&A: 100%
	WPP	JMI	Sports	M&A: Minority
	Y&R / VML	Qais Consulting	Digital	M&A: Majority

AUSTRALIA				
Group	Company	Partner	Type	Activity
Aegis	Aegis Media	TigerSpike	Digital	M&A: Minority
Dentsu	Dentsu	Steak	Digital	M&A: 100%
Havas	Havas	Host	Agency	M&A: 100%
Independent	Efficient Frontier	Downstream Marketing	Digital	M&A: 100%
	Waggener Edstrom	Buchan	PR	M&A: Majority
IPG	Lowe	303	Agency	M&A: 51%
	McCann	Smart	Agency	M&A: Majority
WPP	Kantar	Global Market Insight	Research	M&A: 100%
	STW Group	Bullseye	Digital	M&A: 51%

TAIWAN				
Group	Company	Partner	Type	Activity
Domestic	Z1 Star Group	Bremen / iPrefer / Shang / Webgene	Digital	Strategic Partnership
Publicis	MSL Group	Interactive Comms	PR	M&A: 100%
WPP	Grey	Eastern Ad	Agency	Strategic Partnership

HONG KONG				
Group	Company	Partner	Type	Activity
WPP	Cohn & Wolfe	ImpactAsia	PR	M&A: 100%
	OgilvyPR	Mind Resources	Healthcare	M&A: Majority

CHINA					
Group	Company	Partner	Type	Activity	
Aegis	Charm	ClickPro	Digital	M&A: 60%	
	Aegis Media	Charm	Digital	Joint Digital Media Trading Platform	
	Qin Jia Yuan Media	Clear Light Group	Media	M&A: 55%	
Domestic	BlueFocus	Eyemedia.com	Outdoor	M&A: 51%	
		Phluency	Digital	M&A: 51%	
		Aries Capital	PR	M&A: 40%	
		Kingo	Agency	M&A: 100%	
		Sienke (aka SNK)	Digital	M&A: 51%	
		Bosi Hanyang	Activation	M&A: 68% ▶ 84%	
		CreatyChina	Digital	M&A: 24.5%	
		Lantern Event	Events	M&A: 20%	
		GDAD	V-Sign	Sports	JV: 51%
			Flagence	PR	M&A: 50.98%
			Leading Media	Media	M&A: 51%
		Simei	Hangzhou Langji	Digital	M&A: 100%
Spearhead	EasTide Outdoor	Outdoor	M&A: 51%		
Havas	Havas	MedMed Group	Healthcare	Strategic Partnership	
Independent	Racepoint	PPR Greater China	PR	M&A: 100%	
	Rudder Finn	Thunder Comms	PR	M&A: 100%	
	Ybrandt	Darwin Marketing	Digital	M&A: in progress	
Omnicom	Fleishman Hillard	China Securities Journal	PR	Strategic Partnership	
	Ketchum	Ketchum Gr. China	PR	M&A: Minority ▶ Majority	
Publicis	MSL Group	GeneDigi	PR	M&A: 100%	
	PHCG	Dreams Comms	Healthcare	M&A: 100%	
	Publicis Modem	Wangfan	Digital	M&A: 100%	
	Publicis Modem	Gomye	Digital	M&A: 100%	
	BlackArc Ogilvy	Suzhou Mind	Real Estate	M&A: 100%	
	Cohn & Wolfe	ImpactAsia	PR	M&A: 100%	
	JWT	A4A	Digital	M&A: 100%	
	Ogilvy	YinDu	Agency	M&A: 49%	
	WPP	CIC	Digital	M&A: in progress	
	WPP	Leading Smart	Digital	PE/VC: Minority	
WPP	WPP	InGameAd	Digital	PE/VC: Minority	
	GroupM	InGameAd	Digital	Strategic Partnership	

NEW ZEALAND				
Group	Company	Partner	Type	Activity
Omnicom	Fleishman-Hillard	Eleven\PR	PR	Strategic Partnership
WPP	BM	PPRNZ	PR	Strategic Partnership