





















Asia Marcoms M&A3 Monthly Monitor February 2012

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (1 of 6)



Market	Group / Company	Partner	Service	M&A3 Activity	
Asia	 		Media Digital	Geographic Expansion	Havas Media is expanding its specialist performance and quantitative marketing unit Ecselis. setting up offices in Singapore, Kuala Lumpur, and Sydney
SE Asia			Media Digital	M&A 100%	India-based media technology company Komli Media acquired Admax Network, one of SE Asia's largest digital media networks
Australia 			Media	Geographic Expansion	Aegis Media Pacific (Aegis Media's Australia/NZ business) launched media convergence think-tank Jumptank
			PR	M&A	London-listed M&C Saatchi acquired stake in independent Sydney PR agency Bang PR
			Digital	Internal Merger	Aegis Media merged its digital comms agency Isobar and its digital creative agency Visual Jazz in Australia to create 180 person combined digital agency
			Experiential	M&A	UK experiential marketing agency TRO entered Australia via merger with Melbourne-based local agency Retail Engine
			Digital	New Agency Launch	Former Publicis Mojo digital creative director launched digital creative & design agency Pixel Demon in Sydney
	  		Digital	Geographic Expansion	WPP's Y&R will launch digital agency VML in Australia
	  		Digital CRM	Geographic Expansion	IPG's McCann Worldgroup launched its global digital, direct and CRM agency MRM in Australia with Melbourne office

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (2 of 6)



Market	Group / Company	Partner	Service	M&A3 Activity	
Australia 			Digital	M&A 100%	STW/WPP-owned The Brand Agency acquired digital agency Market United
			Media	Strategic Partnership	STW/WPP-owned agency media agency Ikon established Adelaide presence in partnership with independent Adelaide agency KWP
			PR Investor Relations	M&A 49%	STW/WPP bought 49% stake in Perth-based corporate communication and investor relations firm, Purple Communications, via STW's PR firm Cannings
China 			Talent Development	Strategic Partnership	Integrated marketing agency DMG Media partners with U.S.'s Miami Ad School to bring interns to Beijing for training program
			Digital Social Media	Geographic Expansion	Social media marketing agency China Focus Interactive opened Shanghai office
			Mobile	M&A 100%	WPP agencies GroupM & tenthavenue partnered to acquire China mobile marketing agency Wisereach (唯思智达)
			PR	Geographic Expansion	PR agency Grayling (part of U.K.-listed Huntsworth) opened first office in Mainland China in Shanghai
			Experiential	Geographic Expansion	UK experiential marketing agency TRO entered China in association with sister agency CPM, based in Shanghai
			Mobile	PE/VC	China mobile marketing agency ZhiDian (指点传媒) raised ¥80m (≈US\$16m) in Series A led by CDF Capital (创东方投资)

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (3 of 6)



Market	Group / Company	Partner	Service	M&A3 Activity	
China 			PR Healthcare	M&A 100%	Publicis Healthcare Communications Group acquired U-Link Business Solutions (UBS / 麦田公共关系), a PR agency with large healthcare client roster
			Digital	Strategic Partnership	China digital marketing agency Hylink Group (华扬联众) subsidiary Hythink (华扬创想) and LG subsidiary LG CNS China established strategic partnership
			Branding	Geographic Expansion	Dutch branding agency BSUR ('be as you are') entered China with Shanghai office
			Creative	Centre of Excellence	DDB Worldwide chief creative officer is moving to Shanghai to establish the agency's global creative centre in China
			Branding	Strategic Partnership	Ogilvy and The Brand Union launch Go Logo! China with Mac Cato, author of "Go Logo! A Handbook to the Art of Global Branding - 12 Keys to Creating Successful Global Brands"
			Field Marketing	Post-M&A	Publicis Groupe auditors investigating field marketing agency Betterway, 80% owned by Publicis
India 			Digital	M&A 100%	Publicis Groupe acquired Flip Media, a digital agency in the Middle East with 2 offices in India
			Healthcare Digital	Geographic Expansion	Publicis Healthcare International, the digital agency under Publicis Healthcare Communications Group, entered India setting up office in Mumbai

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (4 of 6)



Market	Group / Company	Partner	Service	M&A3 Activity	
India 			Retail	Geographic Expansion	Promotional, retail, and shopper marketing agency The Integer Group entered India setting up Mumbai office with sister agency TBWA\India
			Experiential	Geographic Expansion	Munich-based experiential marketing and communications agency Avantgarde entered India with New Delhi office
			Design	Service Expansion	Integrated marketing agency Scarecrow Communications launched design division Scarecrow Designs
			Media	Geographic Expansion	Aegis' Carat expanded India presence with Carat South regional office based in Bangalore
			Mobile	Strategic Partnership	Madhouse, one of China's leading mobile ad networks and mobile marketing companies, entered India with WPP as strategic partner
			Retail	JV	Dubai-based events, activation and social media agency 360 Arc entered into JV with India retail marketing agency Channelplay to establish 360 Channelplay
			Creative	New Agency Launch	Mudra West's former creative head and the founder of Umbrella Design launched full-service integrated creative agency called Company (for now)
			Media	Geographic Expansion	IPG's Mediabrands established in India via Mediabrands Committee in charge of all media business interests in India

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (5 of 6)





















Market	Group / Company	Partner	Service	M&A3 Activity	
India 	DRAFTFCB + ULKA		Analytics	New Division	IPG's Draftfcb Ulka launched brand analytics division Asterii Analytics in India
			Branding & Design	Geographic Expansion	DDB Mudra Group's strategic branding & design consultancy Water will represent Interbrand in India
			Shopper Marketing	Geographic Expansion	DDB Worldwide's shopper marketing agency TracyLocke launched in India under DDB Mudra Group
Indonesia 		TBD	Digital	M&A	Malaysia-based digital agency Antics Studios announced plans to expand to Indonesia by Q4 via M&A
			Digital	M&A	XM Asia, a division of WPP's JWT, entered agreement to acquire stake in Indonesia digital agency Magnivate
			Digital Media	Strategic Partnership	Mobile ad network InMobi formed exclusive 2-year mobile ad partnership with Indonesia's largest news portal Detik.com
Japan 			Digital Social Media	Geographic Expansion	Social media digital marketing agency Digital Jungle opened Tokyo office
			Digital Social Media	Strategic Partnership	Saatchi & Saatchi Fallon Tokyo formed strategic partnership with social media digital marketing agency Digital Jungle in Japan to support their Japanese clients in social media
			Digital Social Media	Geographic Expansion	London-based English/Japanese bilingual creative digital marketing agency Fit Digital launched social media marketing service Japan Buzz for western brands in Japan

M&A³ = Mergers & Acquisitions, Alliances and Alternatives

SUMMARY (6 of 6)



Market	Group / Company	Partner	Service	M&A3 Activity	
Malaysia 			Digital Social Media	M&A 100%	Australian digital marketing agency Next Digital acquired Malaysia-based social media agency FutureLab Asia
Singapore 			Creative	New Agency Launch	ex-Ogilvy Stephen Mangham and Robert Gaxiola started new agency - ManghamGaxiola
			Mobile	Geographic Expansion	Mumbai-based mobile ad network Vserv planning to setup office in Singapore with intention to expand reach to SE Asia
			Integrated	Strategic Partnership	Dentsu Singapore formed strategic alliance with The Red Card Group, a local integrated independent agency (not to be confused with Ogilvy's Red Card in Singapore)
Vietnam 			PR	M&A 100%	PR group Edelman entered Vietnam via acquisition of local PR firm AVC Communications
Other			Digital IWOM	Geographic Expansion	Sydney-based word of mouth agency Soup is making first foray overseas with London office
			Holding Company	Split	Dentsu terminated decade-old alliance with Publicis Groupe, which bought back shares valued at ≈\$845m (€644.4m); continue to partner in 2 JVs in Japan
			Digital Social Gaming	JV	BBH Asia Pac launched social gaming publishing business, Chuck Studios, in partnership with client and confectionery giant Perfetti Van Melle, owner of Chupa Chups lollipops
			Digital Social	M&A 100%	US-based Buddy Media (with office in Singapore) acquired UK-based Facebook Ads API partner Brighter Option

Asia

Havas Media is expanding its specialist performance and quantitative marketing unit Ecselis. setting up offices in Singapore, Kuala Lumpur, and Sydney



- Services: Conversion Rate Optimisation, Attribution Modelling, Quality Score Management and data, search and analytics
- Ecselis launched in 2009 in India; currently has 55 people in India serving clients across SEA, India, Europe and Australia
- 3 new offices expected to be fully functional by Q2

South East Asia

India-based media technology company Komli Media acquired Admax Network, one of SE Asia's largest digital media networks



- Admax has network of 4,600 local and international websites, including exclusive sales partnership with Facebook in Thailand, Indonesia and Philippines, and with MSN in Thailand
- Admax covers monthly reach of >90m unique users from Indonesia, Malaysia, Philippines, Singapore, Thailand & Vietnam
- Komli will integrate current team in SE Asia, operating as Aktiv Digital, with Admax's under Komli Media brand; Komli acquired Aktiv Digital, a Singapore-based digital media company, in June 2011
- Admax was part of DMS Group, which is backed by Softbank
- Komli HQ in Mumbai, also in New Delhi, Bangalore, London, Melbourne, Sydney, Singapore, NY, Palo Alto, and Toronto
- Komli raised >US\$23M from Nexus Ventures, Helion Ventures, Norwest Venture Partners, and Draper Fisher Jurvetson
- Komli's website: www.komli.com
- Admax's website: www.admaxnetwork.com



Australia

Aegis Media Pacific (AMP, Aegis Media's Australia/NZ business) launched media convergence think-tank Jumptank



- Jumptank is a “think tank” which collaborates with Aegis Media businesses/clients to drive innovation in media convergence
- In addition to various AMP senior execs joining, Justin Baird (former Innovationist @ Google) joins as Group Innovation Dir

London-listed M&C Saatchi acquired stake in independent Sydney PR agency Bang PR



- Bang PR established in 2005
- Services: consumer public relations across FMCG, entertainment, youth, retail, ecommerce, community, beauty, sport, lifestyle, fashion and telecom
- Clients: Cadbury, National Australia Bank, Optus, POM Wonderful, Cricket Australia, Fiji Water, Universal Pictures
- Move back to PR for M&C Saatchi comes after leaders of its previous PR agency, Open Dialogue, split from it in Dec 2007
- Bang PR website: www.bangpr.com.au

Aegis Media merged its digital comms agency Isobar and its digital creative agency Visual Jazz in Australia to create 180-person digital agency



- Combined business will be branded Visual Jazz Isobar
- Visual Jazz offices: Melbourne, Sydney and Canberra
- Isobar office: Sydney
- Visual Jazz named B&T's 2011 Interactive Agency of the Year

UK experiential marketing agency TRO entered Australia via merger with Melbourne-based local agency Retail Engine



- Retail Engine was previously part of TRO's parent group CPM
- Retail Engine's clients: Google, Telstra, Acer
- TRO website: www.tro-group.co.uk
- Retail Engine website: www.retailengine.co



Australia

Ex-Publicis Mojo digital creative director Clint Nielsen launched Sydney digital creative/design agency Pixel Demon



- Prior to starting Pixel Demon, Nielsen held digital creative roles with Mojo, The Works, MRM Worldwide (McCann Worldgroup), and freelanced with Tribal DDB and Clemenger BBDO
- Pixel Demon website: www.pixeldemon.com.au

WPP's Y&R will launch digital agency VML in Australia



- No details available for foundation clients or office locations

IPG's McCann Worldgroup launched its global digital, direct and CRM agency MRM in Australia with Melbourne office



- MRM currently operates globally in 25 countries with 34 offices

STW/WPP-owned The Brand Agency (TBA) acquired digital agency Market United (MU)



- Acquisition brings TBA's staff in Perth to 95 including 29 in digital (MU Perth digital staff ≈13)
- TBA with A\$140m in billings has ≈130 staff across offices in Perth, Melbourne, Sydney and Auckland
- MU started in 2002 and has 50+ staff across offices in Perth (HQ), Auckland, Sydney
- MU clients: Subaru, 3, bankwest, AMP, Weet-bix, Woolworths
- TBA ownership: Staff [20%], STW (which is 20.1% owned by WPP) [80%]
- The Brand Union website: www.brandagency.com
- Market United website: www.marketunited.com



Australia

STW/WPP-owned agency media agency Ikon established Adelaide presence in partnership with independent Adelaide agency KWP



- Ikon now has offices in all of the five Australia capitals (Sydney, Melbourne, Perth, Brisbane, Adelaide) and Auckland, Wellington and Ikon3 in New York
- KWP will remain independent; no shares change hands as part of the deal
- Ikon established in 1999
- KWP established in 2008
- KPW clients: Cooper's Brewery, Yalumba Wine Co., Tourism SA
- Ikon website: www.ikoncom.com.au
- KWP website: www.kwp.com.au

STW/WPP bought 49% stake in Perth-based corporate communication and investor relations firm, Purple Communications, via STW's PR firm Cannings



- New entity will be called Cannings Purple
- Remaining 51% will be retained by Purple's management
- Purple established in 2004, is an investor relations and PR firm covering M&A; investor, media and government relations; issues management and stakeholder engagement
- Purple's industry sectors: resources, energy (traditional and 'green' energy), financial services, land development, technology, agriculture, education, environment and heritage
- Investment is part of STW's strategy to expand Cannings across Australia
- Purple has 18 specialists
- Purple offices: Perth (HQ) and Melbourne
- Cannings currently has offices in Sydney and Brisbane and partner companies in Melbourne and throughout Asia via the Ogilvy PR Worldwide network
- Purple Communications website: www.purplecom.com.au



China

Integrated marketing agency DMG Media partners with U.S.'s Miami Ad School to bring 6 interns to Beijing for 10 week training program



The School of Pop Culture Engineering
MIAMI AD SCHOOL

- DMG Media was established in 1993 and is a subsidiary of subsidiary of DMG Holdings, which owns DMG Entertainment, a movie entertainment company
- DMG first partnered with Miami Ad School for interns in 2008
- DMG website: www.dmg-china.cn / www.dmgmedia.com

Social media marketing agency China Focus Interactive (CFI) opened Shanghai office



- Established in 2008 with HQ in Beijing
- Clients: Canon, Hilton, HP, J&J, L'Oréal, Lenovo, Lipton, Philips, PingAn, Starbucks, Unilever
- CFI website: www.cf-interactive.com

WPP agencies GroupM & tenthavenue partnered to acquire China mobile marketing agency Wisereach (唯思智达)



tenthavenue



- Wisereach will be rebranded MJoule, with GroupM transferring all mobile marketing to MJoule
- Joule is a tenthavenue mobile marketing agency based in NY
- CEO of Wisereach will lead MJoule
- Wisereach established in 2009 ; offices in Beijing and Shanghai
- Mobile marketing services: app development, CRM, media buying and creative services
- Clients: Audi, Michelin , Microsoft, Motorola, Nokia
- Wisereach website: www.wisereach.com.cn
- tenthavenue website: www.tenthavenue.com

PR agency Grayling (part of U.K.-listed Huntsworth) opened first office in Mainland China in Shanghai



- Other Asia wholly-owned offices: Singapore, HK & Thailand



China

UK experiential marketing agency TRO entered China in association with sister agency CPM, based in Shanghai



- TRO website: www.tro-group.co.uk

China mobile marketing agency ZhiDian (指点传媒) raised ¥80m (≈US\$16m) in Series A led by CDF Capital (创东方投资)



指点传媒

- Established 2003; offices in Beijing, Shanghai, Guangzhou
- Services: wireless internet push advertising, weibo marketing, LBS, WAP, Apps, analytics and data mining
- Clients: Ikea, D&G, Volvo, McDonalds, Nike, L'Oréal, P&G, Unilever, Gucci, Philips, Canon, Suning, Toyota, PingAn, Giorgio Armani, Avon
- ZhiDian website: www.zhidian3g.com

Publicis Healthcare Communications Group (PHCG) acquired U-Link Business Solutions (UBS / 麦田公共关系), a PR agency with large healthcare client roster



PUBLICIS GROUPE



Publicis Healthcare
Communications Group



- UBS will also support Saatchi & Saatchi Greater China and be renamed UBS Saatchi & Saatchi Health
- Services: PR, events, medical association relationships and brand management
- Established 1997 in Shanghai; 2002 expanded to Beijing
- ≈170 employees
- Billings reported as high as >RMB100m (≈US\$16m)
- Clients: Abbott, J&J, Roche, Wyeth, Sanofi-Aventis, Novartis, AstraZeneca, Bayer, Pfizer, Xian-Janssen, Novo Nordisk, GenSci Pharma, PepsiCo, HSBC, Nike, L'Oréal, Philips, Haier
- Post-acquisition, PHCG counts 220 employees in Greater China
- UBS website: www.ubs-sh.com



China

China digital marketing agency Hylink Group (华扬联众) subsidiary Hythink (华扬创想) and LG subsidiary LG CNS China established strategic partnership



華揚 創想



LG CNS

- LG CNS, a subsidiary of LG Group, started out by providing IT, web, and market intelligence services; in 2007 expanded to digital marketing services
- LG CNS operates in Korea, China, US, Europe, Brazil, etc.
- Hythink Ad is subsidiary of Hylink Group, established in 2007 as its second digital marketing agency after Hylink Ad
- Hylink Group established 1996 with offices in Beijing, Shanghai, Guangzhou, Shenzhen
- Hylink services: Digital marketing, creative, content marketing, SEM, Media, etc.
- Hylink clients: BMW, AMD, Bank of China, China Mobile, Honda, Huawei, Pizza Hut/KFC, Motorola, Suning, Yili, GM, VW
- Partnership will focus on China and overseas
- This may be the beginning of a broader relationship and remove Hylink Group as potential acquisition target
- Hylink website: www.hylinkad.com / www.hylzad.com
- LG CNS website: www.lgcns.com

Dutch branding agency BSUR ('be as you are') entered China with Shanghai office



be as you are

bsurshanghai

- HQ in Amsterdam, Shanghai is their 2nd office
- Recognized as one of 'World's Leading Independent Agencies' by Campaign in the UK in 2010 & 2011
- BSUR website: www.bsur.com

DDB Worldwide chief creative officer is moving to Shanghai to establish the agency's global creative centre in China

OmnicomGroup

DDB

- DDB Worldwide chief creative officer Amir Kassaei will still cover global, but will focus on Asia



China

Ogilvy & The Brand Union launch Go Logo! China with Mac Cato, author of “Go Logo! A Handbook to the Art of Global Branding - 12 Keys to Creating Successful Global Brands”



- Four platforms for China's branding & design community:
 1. Bilingual website where visitors can learn, exchange ideas and showcase best work
 2. Go Logo! China Video Challenge : Contest for young talent
 3. Series of seminars
 4. Culminate with eponymous book by Mac Cato and Kunal Sinha, Chief Knowledge Officer, O&M/China, with contributions from leading Chinese and international designers, marketers, educators and winners of the Go Logo! China Video Challenge
- Go Logo China website: www.gologochina.com

Publicis Groupe auditors investigating field marketing agency Betterway, 80% owned by Publicis



- Rumor 1: Betterway's senior execs created shadow company to pump revenues into Betterway in order to inflate revenue and boost their earnouts
- Rumor 2: Betterway CEO set up his own business on the side and funneled Betterway business into his own business
- Publicis acquired 80% in Betterway in 2006
- Betterway operated under Publicis Dialog
- Betterway is one of China's largest field marketing networks, with offices in Shanghai, Beijing, Chengdu, and Guangzhou, with >350 full time employees and >15,000 part time staff
- Publicis recognized €4m (≈US\$5.6m) writedown on Betterway in 2009 (as disclosed in 2009 & 2010 annual reports)
- Publicis has had issues in China before: Sept 2010 Publicis suspended Vivaki Exchange's China CEO and GM for undisclosed reasons, with both ultimately leaving the agency



India

Publicis Groupe acquired Flip Media, a digital agency in the Middle East with 2 offices in India



PUBLICIS GROUPE

Leo Burnett



- Founded in 2003 and headquartered in Dubai (UAE)
- >100 employees across the Middle East and India
- India offices: Mumbai, Trivandrum
- Will be folded into Leo Burnett and will retain its name
- Flip website: www.flipcorp.com / www.flip.me

Publicis Healthcare International (PHI), the digital agency under Publicis Healthcare Communications Group (PHCG), entered India setting up office in Mumbai



PUBLICIS GROUPE



Publicis Healthcare
Communications Group



Publicis Healthcare
INTERNATIONAL

- PHI India established under PHCG's Publicis Life Brands Watermelon (earlier Watermelon Healthcare Communications), which Publicis acquired in March 2011
- Will start being staffed by the 6 employees focused on digital under Publicis Watermelon
- India will be PHI's 6th market with an office after Italy, US, France, Germany and UK

Promotional, retail, and shopper marketing agency The Integer Group entered India setting up Mumbai office with sister agency TBWA\India

OmnicomGroup  **integer** 

- Enters India with clients PepsiCo and P&G
- Other Asia Pac offices: Shanghai, Singapore, Sydney & Tokyo

Munich-based experiential marketing and communications agency Avantgarde enters India with New Delhi office



- In 2010, Avantgarde executed events for Audi (A7 launch) and Ray Ban in India via its Dubai office
- Other Asia Pac offices: Beijing, Shanghai
- Avantgarde website: www.avantgarde.de



India

Integrated marketing agency Scarecrow Communications launched design division Scarecrow Designs



- Scarecrow Communications established 2009 with offices in Mumbai, Delhi, Bangalore
- Scarecrow Designs launches with 2 offices, 45 people and 25 brands to service pure design-led jobs from brand manuals to corporate & brand identity, and packaging
- Scarecrow Communications website: www.scarecrow.asia
- Scarecrow Designs website: www.scarecrowdesigns.net

Aegis' Carat expanded India presence with Carat South regional office based in Bangalore



- Hired Joydeep Raha from Lintas Media Group to head
- Move supports clients with interests in the sub-region: Muthoot Group, Air Asia and Philips

Madhouse, one of China's leading mobile ad networks and mobile marketing companies, entered India with WPP as strategic partner



- Madhouse runs one of China's largest mobile ad networks
- Madhouse positioning itself in India for all-inclusive mobile marketing solutions including media planning, buying, creative solutions, ad serving, and ad network
- In July 2008, WPP and Madhouse entered strategic partnership for Madhouse and GroupM Mobile to provide integrated mobile marketing solutions branded as "GroupM Mobile Powered by Madhouse" for GroupM clients; non-exclusive for Madhouse
- Madhouse China works with GroupM, Aegis, OMG, VivaKi
- WPP and Madhouse have entered into non-exclusive partnership for India
- Madhouse website: www.madhouse.cn



India

Dubai-based events, activation and social media agency 360 Arc entered into JV with India retail marketing agency Channelplay to establish 360 Channelplay



- JV targeting to be global marketing and retail services organisation focused on developing markets
- 360 Arc was established in 2007 in Dubai, with other offices in London, Seoul (Korea), Mumbai (India) and Bangalore (India)
- 360 Arc clients: Samsung, Sony, LG, Sharp, Siemens, HTC, Grundig, Braun, BBC, Cathay Pacific Airlines, and Canon
- Channelplay was established in 2006 and has >3,000 employees providing retail marketing services for in-store sales, visual merchandising, sales training, shopper research, loyalty programs and consumer activation
- Channelplay's footprint covers >300 cities across India
- In May 2011, India's Prosell Field Marketing (established in 2008) merged with Channelplay
- 360 Arc website: www.the360arc.com
- Channelplay website: www.channelplay.in

Mudra West's former creative head and the founder of Umbrella Design launched full-service integrated creative agency called Company (for now)

COMPANY

- Umbrella Design established 7 years ago by Bhupal Ramnathkar and ranked #6 by Economic Times among all design agencies in India
- Mudra West's former creative head: K B Vinod, also worked for Leo Burnett, Publicis Ambience and Lintas
- <20 employees with office in Mumbai
- Launched company naming initiative NameUs (www.nameus.in) where anyone can submit their name of choice along with a bid for how much they will pay to name the agency; biggest bidder's name will be taken by the agency and proceeds will be donated
- Umbrella Design website: www.umbrelladesign.in



India

IPG Mediabrands established in India via Mediabrands Committee in charge of all media business interests in India



- Mediabrands companies in India include Lodestar UM, Lintas Media Group (LMG), Reprise, 2 media agencies under LMG (Lintas Initiative Media and 2nd agency brand) and Initiative Lintas Outdoor
- Mediabrands Committee to be led by CEOs of Lodestar UM, LMG, Magna, and a 3rd to-be-named-agency, with Initiative's worldwide CEO as executive sponsor
- LMG will be completely integrated into Mediabrands – LMG's reporting shifts from Lowe to Initiative
- Mediabrands' Magna Intelligence (MI) entering India in Q1 with primary role to provide info to Mediabrands operating units – i.e. buying divisions of Lodestar UM and LMG will remain within the agencies with MI providing relevant info to support
- Mediabrands' digital asset MAP to launch in India later this year

IPG's Draftfcb Ulka launched brand analytics division Asterii Analytics in India



- HQ will be Mumbai, headed by Niteen Bhagwat
- Asterii will focus on retail, automotive, financial services and packaged goods and operate as specialist marketing analytics company supported by Draftfcb's global network of >100 analysts with key resources in Europe and US
- Asterii's services from assessment phase to growth and maintenance strategies for a brand: assessment, growth, relationship management, monitoring, reporting, optimisation

DDB Mudra Group's strategic branding & design consultancy Water will represent Interbrand in India



- Water operates under Mudra India
- Water will continue to be headed by Ashish Mishra, Chief Strategist & Head since Water's inception
- Water Clients: PepsiCo, Godrej Tyson, Etisalat, Novartis, Asian Paints, XLRI, Amrutanjan, Reliance Infrastructure



India

DDB Worldwide's shopper marketing agency TracyLocke launched in India under DDB Mudra Group



- TracyLocke will be part of DDB Mudra Group in partnership with MudraMax, which focuses on engagement & experiential marketing
- TracyLocke's clients: HP, T-Mobile, Starbucks, J&J, Gatorade, Tropicana, PepsiCo, Sony and Unilever's Lipton
- Omnicom increased stake in Mudra Group from 10% to 51% in October 2011



Indonesia

Independent mobile ad network InMobi formed exclusive 2-year mobile ad partnership with Indonesia's largest news portal Detik.com



- Mobile advertising JV aims to bring rich media mobile ads to Detikcom's mobile consumer base, covering traffic to the news portal's iOS and Android applications for smartphones/tablets



Indonesia

XM Asia, a division of WPP's JWT, entered agreement to acquire stake in Indonesia digital agency Magnivate



- Founded in 2010, based in Jakarta with ≈95 people
- Services: digital strategy, social media communications strategy, rich media, online advertising, search and e-marketing
- Clients: AirAsia, Castrol, Danone, Frisian Flag, Kraft, Kimberly Clark, Nestle, Pocari Sweat, Samsung and Unilever
- Unaudited revenues for year 2011: ≈IDR16b (≈US\$1.8m)
- Magnivate website: www.magnivate.com

Malaysia-based digital agency Antics Studios announced plans to expand to Indonesia by Q4 via M&A



- Clients include: Adidas, BMW and HSBC
- In exploratory talks to partner with existing above-the-line agency and set up in Jakarta by 4Q 2012
- Antics website: <http://your.anticsstudios.com> / www.anticsstudios.com



Japan

Social media digital marketing agency Digital Jungle opened Tokyo office



- Digital Jungle was spun-out from SinoTech Group in early 2011
- Other offices: Beijing, Shanghai, Hong Kong & Sydney
- Digital Jungle website: www.digitaljungle.com.cn

Saatchi & Saatchi Fallon Tokyo formed strategic partnership with social media digital marketing agency Digital Jungle in Japan to support their Japanese clients in social media



SSF Tokyo



- In parallel with Digital Jungle setting up Tokyo office

London-based English/Japanese bilingual creative digital marketing agency Fit Digital launched social media marketing service Japan Buzz for western brands in Japan

FIT

- Services: Web & Mobile, Design & Build, Content Production, Social Media Marketing, Digital Strategy, Online Advertising
- Will initially operate without a physical presence in Japan and operate via its network and look to open office in the future
- Fit website: www.fitdigital.co.uk



Malaysia

Australian digital marketing agency Next Digital acquired Malaysia-based social media agency FutureLab Asia



- FutureLab founders will launch Next Digital offices in Kuala Lumpur and Singapore
- FutureLab Asia will be rebranded Next Digital
- Next Digital clients: Crown, Ford, Qantas, Transurban, News Digital Media, Harvey Norman, Jetstar and Vivas Lend Lease
- Next Digital has ≈200 digital specialists
- Next Digital offices: Brisbane, Canberra, Melbourne, Sydney; Shanghai
- FutureLab office: Kuala Lumpur
- FutureLab clients: Maxis, J&J, AirAsia and 7-Eleven
- Next Digital website: www.nextdigital.com
- FutureLab website: www.futurelab.asia



Singapore

ex-Ogilvy Singapore Stephen Mangham and Robert Gaxiola formally opened new agency – ManghamGaxiola

MANGHAMGAXIOLA

- Agency's founding client: CIMB Bank, reported billings S\$25m
- Stephen Mangham is ex-Group Chairman O&M Singapore
- Robert Gaxiola is ex-Ogilvy Singapore ECD
- MG website: www.manghamgaxiola.com

Mumbai-based mobile ad network Vserv planning to setup office in Singapore with intention to expand reach to SE Asia



- Established Jan 2010
- Claims >10,000 apps run its AppWrapper and only 30% of product downloads are from in India with the rest from Indonesia and Vietnam, followed by Middle East and Africa
- Investors: IDG Ventures India (Series A: US\$3m, July 2011)
- Vserv website: www.vserv.mobi



Singapore

Dentsu Singapore formed strategic alliance with The Red Card Group, a local integrated independent agency (not to be confused with Ogilvy's Red Card in Singapore)



- The Red Card Group companies:
 - Red Card: sports marketing, sponsorship, sports activation
 - Muse PR: PR, media relations, crisis management
 - Avante Garde: digital, creative and brand activations
- Red Card clients: Li Ning, Nokia, Heineken, Red Bull
- Avante Garde clients: Microsoft, SingTel, Coca-Cola, Puma, Loewe, BMW
- Red Card website: www.redcard.tv
- Muse PR website: www.musepr.tv
- Avante Garde website: www.agasg



Vietnam

PR group Edelman entered Vietnam via acquisition of local PR firm AVC Communications



- Merged firm will be known as AVC Edelman
- AVC was founded in April 2000, and has 35 employees (but website lists 60) in offices in Hanoi and Ho Chi Minh
- AVC services: PR, marketing activation, public affairs and digital
- AVC clients: MNCs in consumer electronics, technology, healthcare, FMCG and energy industries
- AVC website: www.avc.com.vn

Other

Sydney-based word of mouth agency Soup is making first foray overseas with London office



- London agency to be called Social Soup
- Soup started in 2006
- Clients: Coke Zero, Huggies, Sony, Panasonic and Virgin
- Soup website: www.thesoup.com.au

Dentsu terminated decade-old alliance with Publicis Groupe, which bought back shares valued at ≈\$845m (€644.4m); continue to partner in 2 JVs in Japan



- Dentsu retains 2.12% stake in Publicis
- 2 Dentsu executives, Chairman and President & CEO resigned from Publicis' Supervisory Board
- 2 JVs in Tokyo, Beacon Communications and Dentsu Razorfish, will see no changes to management structure
- Publicis retains 66% in Beacon Communications and 19.35% in Dentsu Razorfish

BBH Asia launched social gaming publishing business, Chuck Studios, in partnership with client and confectionery giant Perfetti Van Melle, owner of Chupa Chups lollipops



- Based on Perfetti Van Melle's Chupa Chups' character Chuck
- In exchange for share of revenue, Chuck Studios provides social game developers with seed funding and use of the Chupa Chups' IP; with access to its' global online fan community and marketing support
- Chuck Studios launched first title on facebook - Chupa Chucker - developed in partnership with UK & Argentina-based social game developer Atommica
- Chuck Studios is based at BBH Asia HQ in Singapore, which handles the global Chupa Chups account
- Chuck Studios works solely for Chupa Chups, but BBH Asia stated it would set up similar businesses for other interested clients using the same model

Other

**US-based Buddy Media (with office in Singapore) acquired
UK-based Facebook Ads API partner Brighter Option**

BUDDY  **MEDIA**

 **Brighter Option**

- 24/7 Real Media, WPP's marketing technology company, will use Brighter Option's social ad management software to support Facebook ads for clients worldwide
- Brighter Option website: www.brighteroption.com
- Buddy Media website: www.buddymedia.com

Contact us to learn how we will help you create opportunities and overcome obstacles to help you grow and improve your business

