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**SUMMARY (1 of 3)**

Market	Group / Company	Partner	Service	M&A3 Activity	
Asia			PR	Geographic Expansion	Iris, the marketing, advertising and experiential agency, launched regional PR division across Asia
Australia 	 		Digital	M&A 33%	O&M acquires 33% of DTDigital, STW Group's digital agency
	 		Branded Entertainment	Geographic Expansion	Ensemble, the branded entertainment unit of IPG Mediabrands, is launching operations in Melbourne
			Media	Re-launch	Aegis media agency Vizeum re-launched Sydney operations
				Creative	New Agency Launch
China 			PR	M&A 100%	BlueFocus completes acquisition of 100% of PR, media and advertising firm Kingo
	 		Digital	M&A Majority	WPP's Kantar Media acquires CIC, social media research and IWOM agency
India 			Experiential Marketing	Geographic Expansion	Imagination, the London-headquartered experiential marketing firm, launched Mumbai office, formalizing entry into India
	 		Mobile	Centre of Excellence	Mindshare's India operations will become the network's global Mobile Marketing Centre of Excellence









**M&A<sup>3</sup> = Mergers & Acquisitions, Alliances and Alternatives**

**SUMMARY (2 of 3)**

Market	Group / Company	Partner	Service	M&A3 Activity	
India 		Aakriti Promotions & Media	PR	Strategic Partnership	APCO strategic partnership with Aakriti Promotions & Media
			Digital	Media Lab	Komli Media launched Komli Labs, a center for research in advertising sciences
			Talent Development	Strategic Partnership	Webchutney, and media school 9.9 School of Convergence (SoC), joined forces in an academy-industry partnership to develop Post Grad Diploma in Digital Media Communication
Indonesia 			OOH	Strategic Partnership	Aegis Media launched OOH agency Posterscope in Indonesia in partnership with Mediatrac
Korea 			Mobile	Geographic Expansion	Japanese mobile ad network Mediba established branch in South Korea
Philippines 			Mobile	M&A Majority	Havas Media acquires majority position in Snapworkx Mobile
Singapore 	<b>Lux Eterna</b>		Agency	New Agency Launch	Brand and marketing consultancy Lux Eterna established in Singapore
			Events	JV	European exhibition organiser Fiera Milano established JV with Singex to develop global MICE events in Asia

**M&A<sup>3</sup> = Mergers & Acquisitions, Alliances and Alternatives**

**SUMMARY (3 of 3)**

Market	Group / Company	Partner	Service	M&A3 Activity	
Singapore 	 		Production	Geographic Expansion	hub+, Omnicom's global production and implementation company, launched in Asia via Singapore by joining sister company, Hard Drive
	 		Digital	M&A Minority	Aegis Group acquired minority share in Singapore-based digital agency The Upper Storey (TUS); TUS will become part of Isobar in Asia and be rebranded as TUS Isobar
			PR	M&A Majority	Mulberry Marketing Communications acquired Singapore-based PR & marketing agency Red Dawn Communications

**Asia**



**Iris, the marketing and experiential agency, launched regional PR division across Asia**

- Focusing on printed press and traditional media relations, and social strategy such as community management, social media and digital channel planning
- Regional head office operating out of iris' Singapore office, and operating out of additional iris offices in Jakarta, Sydney, Delhi and Beijing



**Australia**

**O&M acquires 33% of DTDigital, STW Group's digital agency**



- Digital communications agency offers strategy, eCommerce, creative and production, email and mobile marketing, and app development services
- Offices: Melbourne (HQ), Sydney, Brisbane
- Clients: Bunnings, Honda, Myer, NAB, GlaxoSmithKline
- O&M Australia ownership: STW group (66.7%), WPP (33.3%)
- Company website: [www.dtdigital.com.au](http://www.dtdigital.com.au)



**Australia**

**Ensemble, the branded entertainment unit of IPG Mediabrands, is launching operations in Melbourne in March**



- Ensemble launched in Sydney in March 2010

**Aegis media agency Vizeum re-launched Sydney operations**



- Operations starting with most of MPG clients and staff being transferred over, with MPG remaining as a business
- Vizeum first established in Australia in June 2009, via partnership with Melbourne-based Frank Media, but struggled

**Ex-Clemenger BBDO Adelaide creative directors Knagge and Robertson start new venture NATION in Adelaide**



- Creative directors Geoff Roberston and Greg Knagge left Clemenger BBDO in mid-January after 10 years leading the Clemenger BBDO Adelaide creative team
- Company website: [www.nation.net.au](http://www.nation.net.au)



**China**

**BlueFocus completes acquisition of 100% of PR, media and advertising firm Kingo**



- First announced July 2011
- Total consideration: ¥434.2m (US\$69m)
- Established in 1995
- Services: integrated marketing, PR, media buying & planning, website design, TV advertising
- Presence appears to only be in Beijing
- Company website: [www.kingogroup.com](http://www.kingogroup.com)

**WPP's Kantar Media acquires CIC, social media research and IWOM agency**



- Unaudited revenues for year ended 31 December 2011: ≈RMB 29.9m [US\$4.75m]
- Established 2004 with >60 employees
- Offices in Beijing and Shanghai
- Clients include L'Oreal, Pepsi, Dell, Nike and Burberry
- Company website: [www.cic.com.cn](http://www.cic.com.cn)



**India**

**Imagination, the London-headquartered experiential marketing firm, launched Mumbai office, formalizing entry into India**



- Announced plans for 2<sup>nd</sup> office in Bangalore by end of year

**Mindshare's India operations will become the network's global Mobile Marketing Centre of Excellence**



- Will act as production hub for mobile content, including mobile websites, augmented reality and online advertising units such as Apple's iAd's
- GroupM and Mindshare have had dedicated mobile practice in India since 2006



**India**

**APCO strategic partnership with Aakriti Promotions & Media**



- APCO Worldwide forms strategic partnership with Ahmedabad-based Aakriti Promotions & Media Ltd, an Indian advertising agency, to integrate APCO and Aakriti's services to provide a 360-degree communication service to clients
- APCO and Aakriti had partnered to deliver the integrated communication campaign for the Vibrant Gujarat 2011 Summit. APCO was the official relationship partner for the 2011 summit and has been retained for the next summit scheduled for January 2013
- APCO's first such partnership in India
- Aakriti's clients include top corporates like the Adanis, besides Cera, Sai infosystems and Gujarat Gas Company Ltd in Ahmedabad, Transstadia in Mumbai, and Alpha G Corp in Delhi.
- Aakriti is an affiliate of Grey Worldwide
- Company website: [www.aakritipromedia.com](http://www.aakritipromedia.com) (WIP)

**Komli Media launched Komli Labs, a center for research in advertising sciences**



- Komli Labs primarily focuses on applied research and data analytics in areas of real time bidding, audience measurement and targeting, ad verification and traffic quality management
- Media technology platform offers 360° digital media solution across real-time display, mobile, video, social and search
- Komli Media's key assets include:
  - ATOM: India's first Real Time Bidding (RTB) platform
  - ViziSense: India's online audience & ad measurement platform, soon to be launched in Australia
  - Ad Network: Platform providing lead acquisition, audience targeting, rich media, online audience measurement and brand impact measurement, representing digital content channels in the Autos, Lifestyles, News, Sports, Technology, Entertainment, Youth and Business and Finance segments
- 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
- Company Website: [www.komli.com](http://www.komli.com)





**India**

India digital media agency Webchutney, and Delhi-based media school 9.9 School of Convergence (SoC), established academy-industry partnership to develop SoC's Post Graduate Diploma in Digital Media Communication (DMC)



- Webchutney will collaborate with 9.9 SoC to develop the DMC curriculum and provide faculty, internships and placements for 9.9 SoC students
- 9.9 SoC and Webchutney will also work together to develop research capabilities in the digital media space for 9.9 SoC's research centre
- The 9.9 SoC Post Graduate Diploma in Digital Media Communication is a 1-year, full-time programme covering courses in content creation, strategic and digital communications
- DMC programme website: <http://schoolofconvergence.com/applied-journalism/media-communication.html>
- Webchutney website: [www.webchutney.com](http://www.webchutney.com)



**Indonesia**

Aegis Media launched OOH agency Posterscope in Indonesia in partnership with Mediatrac



- Aegis partnered with Mediatrac Nov 2011 to launch Isobar in Indonesia
- Mediatrac is a small digital agency established in 2004 focused on data and analytics, CRM etc.
- Mediatrac's services: Brand Relationship Network, Geo Demographic Marketing, Area Index Marketing, Customer Relations Management, and Digital Marketing
- Mediatrac's database covers: (1) Geo Demography where it has detailed information for >180m Indonesian consumers, complete with demographic information; and (2) linguistic database which includes all newspapers available in the country (text based) and all digital Indonesian languages - news, blogs, twitter etc.



**Korea**

Japanese mobile ad network Mediba set up branch in Korea



- Looking at further expansion across Asia



**Philippines**

**Havas Media acquires majority position in Snapworkx Mobile**



- Snapworkx Mobil is mobile marketing arm of digital marketing agency Snapworkx
- Snapworkx's mobile business will be rebranded Mobext, Havas Digital's global mobile marketing brand
- Snapworkx expertise include mobile, social and search marketing
- Snapworkx clients: P&G, San Miguel Food Group, the SM Group of Companies, PLDT, Tupperware Brands, Wyeth
- Current CEO of Snapworkx will lead Mobext in the Philippines
- Company website: [www.snapworkxdigital.com](http://www.snapworkxdigital.com)



**Singapore**

**Brand and marketing consultancy Lux Eterna established in Singapore**

- Established by Mário Braz de Maotos and David Shaw
- Lux Eterna is a strategic partner with British consultancy eatbigfish ([www.eatbigfish.com](http://www.eatbigfish.com)) and is the only consultancy licensed to deploy their "proprietary tools" across Asia



**Singapore**

**European exhibition organiser Fiera Milano established JV with Singex to develop global MICE events in Asia**



- MICE = meetings, incentive, convention and exhibition
- Singex is wholly owned subsidiary of Temasek Holdings - one of largest investment holding companies in Singapore and the world
- Singex website: [www.singex.com.sg](http://www.singex.com.sg)
- Fiera Milano website: [www.fieramilano.it](http://www.fieramilano.it)

**hub+, Omnicom's global production and implementation company, launched in Asia via Singapore by joining sister company, Hard Drive**



- Hard Drive was established in June 2009 under BBDO Proximity Singapore as a BTL, online and retail design agency
- Hard Drive clients: SingTel, Blackberry and HP
- Hub+ will offer a full range of services for adaption of master creative materials, including TV, press, OOH and online as well as design services previously carried out by Hard Drive
- Company website: [www.thehubplus.com](http://www.thehubplus.com)





Singapore

Aegis Group acquired minority share in Singapore-based digital agency The Upper Storey (TUS); TUS will become part of Isobar in Asia and be rebranded as TUS Isobar



- TUS established in Singapore in 2001 and has ≈35 employees
- TUS has 3 divisions:
  - The Upper Storey: strategy and creative focused digital marketing
  - Mofuro: motion graphics, 3D and experience design production
  - Studio TUS: production and technology hub
- TUS clients: Microsoft, American Express, Intel, Daimler, Dell, Draeger, UOB, Mediacorp, NOL and Como Hotels and Resorts
- TUS offices: Singapore (HQ), Kuala Lumpur & Mumbai
- TUS's gross assets as of 31 October 2011 were £0.5m
- TUS website: [www.theupperstorey.com](http://www.theupperstorey.com)

Mulberry Marketing Communications acquired Singapore-based PR and marketing agency Red Dawn Communications



- Red Dawn Communications to be renamed Mulberry PR & Marketing Communications
- Mulberry is a PR and marketing communications consultancy headquartered in London, specialising in working for b2b and technology clients with offices in Asia in Beijing, Melbourne and now Singapore
- Red Dawn established in Singapore in 2003
- Red Dawn clients include: SingTel, Merck, Ducati, Sony, Electronic Arts, 20th Century Fox
- Mulberry website: [www.mulberrymc.com](http://www.mulberrymc.com)
- Red Dawn website: [www.reddawncommunications.com](http://www.reddawncommunications.com)

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