

Below is a summary of the marcoms M&A3 (mergers & acquisitions, alliances and alternatives) activity in Asia for February 2013.

Asia Regional

- U.S.-based Marin Software, one of biggest independent search ad firms, filed for IPO. It has offices in Asia in Australia, Japan and Singapore
- Amobee added Globe (Philippines), Optus (Australia), SingTel (Singapore) and Telkomsel (Indonesia) to its mobile ad network.

Australia / New Zealand

- IPG Mediabrands acquired mobile solutions company Mnet Mobile, an 11-year-old network with 40 employees in Melbourne, Sydney, Brisbane, Adelaide and Los Angeles.
- BlueArc Group spun off new full-service digital agency ArdentDigital, which will have offices in Melbourne, Sydney and Shanghai.
- Sydney-based PR firm Sefiani Communications Group opened office in Brisbane.
- Rabbit Content, in collaboration with Rabbit in the US, launched independent Asia-Pacific operations in Australia.
- Promotional marketing agency Apollo merged with experiential agencies Synergy in New Zealand and Impact in Australia to create ApolloNation, under Aegis Media.
- New digital agency Rare launched in Melbourne. Rare bills itself as an augmented reality specialist.
- The Sydney office of advertising agency Kastner & Partners rebranded to O'Shea & O'Brien, (O&O) following a management buyout. Kastner & Partners Worldwide offices in Mexico, Cape Town and now Sydney are no longer part of the network.
- Sydney-based independent agency The Works formed a JV called FutureWorks with Germany's Jung von Matt (2010 winner of Independent Agency of the Year at Cannes), and US agency StrawberryFrog, to win the global Jim Beam account.
- Sydney-based social and digital marketing agency Switched On Media is opening office in Auckland New Zealand.

China

- Digital agency Emporio Aisa merged with Leo Burnett Shanghai under an internal restructuring. Publicis Groupe acquired Emporio Asia in May 2008.
- DDB Group launched new program for young creative talents in China called LaunchPad for Future Bernbachs in Shanghai. This is part of the agency's global talent development program also being rolled out across 13 other agencies across cities including New York, Sydney, Singapore, Dubai and Berlin.
- Hill & Knowlton China was made independent business unit carved out of Asia reporting directly to Global.
- GroupM's mJoule launched a campaign management system to help advertisers manage their mobile marketing in real-time.
- State Administration of Radio, Film and Television (SARFT / 国家广电总局) and General Administration of Press & Publication (新闻出版总署) merged to create "Ministry of Culture".

Hong Kong

- Xaxis (WPP) launched in Hong Kong to work with GroupM Hong Kong to provide audience buying solutions to regional marketers' digital campaigns.

India

- Ramanuj Shastry, former chief creative officer of Saatchi & Saatchi India, and Nisha Singhania, former General Manager Saatchi & Saatchi Mumbai, have teamed up to launch their own creative agency in April.
- Flytxt, a mobile marketing and advertising technology provider, launched mADmart, a full-service mobile ad market place.
- Pulp Strategy named Youth Marketing Agency of the Year at the Youth Marketing Forum by CMO Asia.
- Multi-brand sampling platform Go Try, expanding presence in leading metros beyond Delhi and Mumbai, reaching Bangalore and Hyderabad by April 2013.
- TLE (formerly The Leading Edge), a Sydney-headquartered company of Enero Group, launched office in Gurgaon outside New Delhi.
- Meridian Communications, which operates under O&M India, merged with WPP's Soho Square.
- China-headquartered mobile communications company Madhouse celebrated its first anniversary in India and launched its mobile advertising network SmartMAD.
- Weber Shandwick increased ownership from 40% to 100% of its JV Corporate Voice Weber Shandwick.

Japan

- WPP's/Wunderman's Danish-based AdPeople Worldwide opened office in Tokyo.

Korea

- Digital marketing firm UX Korea and PR firm Medicom launched social media data-analysis platform "Big Foot" to estimate the influence of Facebook pages in Korea. Applicable to global and South Korean Facebook pages.
- Y&R entered affiliate partnership with local ad agency Hancomm.

Malaysia

- Havas' Siren, the specialist agency focused on earned media channels for integrated PR, set up in Havas WW's Kuala Lumpur office. Havas acquired Singapore-based boutique PR agency Siren in late 2011.
- New agency Merdeka LHS launched as independent company within McCann network, focused on strategy and brand consulting. MerdekaLHS is an acronym for the founding partners McCann Malaysia's former CEO, Deputy Chairman and Executive Creative Director.

Myanmar

- Dentsu opened office in Yangon. Dentsu Sports Asia, based out of Singapore, is already working on the 27th South East Asia Games being held in Myanmar this year.
- Following Draftfcb's partnership with Thailand's Future Marketing Communications Group (FMCG) to service global client Beiersdorf in South East Asia, the newly set up FMCG division known as Interactive Communications + Draftfcb will manage the account in Myanmar.

Philippines

- McCann Worldgroup set up its dedicated production unit Craft.
- Mindshare will collaborate with Media Arts Systems and Services Company (Masscom) to handle Unilever Philippines' media business. Masscom is Unilever's independent media buying unit established in the mid-80's and has served Unilever Philippines for >25 years.

Singapore

- Australia-based digital content marketing agency King Content opened office in Singapore set up to service clients Prudential, McDonald's, PacNet and IBM.

Thailand

- Draftfcb set up new FMCG division known as Interactive Communications + Draftfcb in partnership with Future Marketing Communications Group (FMCG) to service its global client Beiersdorf in South East Asia.