

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

Asia Regional

- Dentsu formed business alliance with consultancy firm CSR Asia to service Japanese companies looking to expand in Asia. CSR's Asia offices include Hong Kong (HQ), Japan, Bangkok, Singapore, Beijing, Guangzhou, Kuala Lumpur, Sydney.
- Bates CHI&Partners, a JV formed in November 2012 between U.K.'s CHI&Partners with Asia's Bates, officially launched in Asia.
- Denstu affiliate Japanese e-marketing company Opt acquired 90% in Catcha Digital Asia.

Australia / New Zealand

- JWT partnered with sister agency Evocatif to launch shopper and retailer insight and planning division Evocatif@JWT.
- Reprise Media Australia has been accredited as a supplier of Google Analytics consulting, implementation and training services.
- STW Group acquired minority position in Australia arm of UK-headquartered customer insight agency Beyond Analysis.

China

- M&C Saatchi formed JV with local creative company aeiou called M&C Saatchi aeiou with aeiou taking over management of the operations.
- Mobile startup agency Powerscreen Connection Marketing launched with Beijing office. Started by former Optimedia China MD.
- China approved Dentsu's acquisition of Aegis, completing all required country-level approvals.

Hong Kong

- Local agency New Digital Noise completed management restructuring to shift from focus on campaign production for clients to complete digital solutions in social media, mobile and web.
- IPG Mediabrand will open its real-time bidding service to all Hong Kong clients from April.

India

- Lewis PR planning establishment of production hub in Bangalore this year.
- IPG Mediabrand acquired Interactive Avenues, an independent full-service digital agency with 200 employees across offices in Mumbai, Delhi and Bangalore.
- Following IPG Mediabrand's acquisition of Interactive Avenues, Lowe Lintas & Partners and Interactive Avenues entered exclusive partnership intended to expand and strengthen Lowe Lintas & Partners' digital offering to its clients.
- Publicis Groupe's Starcom MediaVest acquired Mumbai-based digital marketing consulting firm Convonix to provide SEO, paid search marketing, social media marketing and online reputation management services.
- Digital-centric integrated communication agency Tigress Tigress launched with offices in London and Mumbai using partnerships with international agencies.

Japan

- WPP's digital agency VML entered Japan with Tokyo office.

Malaysia

- Former managing consultant at Bizsphere Retail Branding launched integrated brand management company Buumerangbrandz (Buumerang).
- In-store retail media specialist MagiqADs, part of the Redberry Media Group, tied up with Omni-Marketing Group (OMG) Asia, an integrated retail marketing services firm.

Singapore

- Lewis PR launched Lewis Pulse, its digital global practice, across six hub cities, including Singapore.
- Australia/NZ agency Jericho Digital Communications, part of Asia Pacific Digital, opened office in Singapore.
- Leo Burnett launched Institute of Behaviour in Singapore with Asia-remit.
- Social media analytics firm Socialbakers is setting up office.
- Singapore ad-matching platform AdzCentral received US\$3.2 million (S\$4 million) in funding from Electric Sheep Capital and Digital Media Partners.

Thailand

- JWT's XM Asia Pacific acquired majority stake in local digital and interactive media agency Thomas Idea.

Other

- China media/ad agency Charm released 2012 results. Aegis Media acquired 17.7% in Charm pre-IPO in 2010:
 - Total Revenue: US\$165.5m / -40.9% VYA
 - Ad Agency revenue: US\$46.2m / +34.9% VYA
 - Media agency revenue: US\$112.8m / -52.8% VYA
 - Net loss: US\$2.5m / 2011 net profit US\$48m
- Interesting graphic comparing 5 of the big holding companies financial performance worldwide for 2012. In Chinese but the order is:
<http://www.madisonboom.com/2013/03/13/hotdigit2012年度五大广告集团财报概览/>
 - Full year operating revenue
 - Net profit
 - Organic growth rate



2012年度五大广告集团财报概览

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