

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

Australia / New Zealand

- Adobe partnered with digital agency ArdentDigital to expand its digital marketing offering,
- GroupM relaunched its search business, Outrider Australia, as 'M' with expanded offering.
- Online affiliate marketing agency Dgm launched new Melbourne office.

China

- Aegis acquired 100% of digital planning and buying agency WonderAd (创世奇迹), specialising in China's online gaming industry.
- WPP Digital-invested ad measurement firm Miaozen Systems (秒针系统) raised Round C (US\$ tens of millions).
- Havas WW launched social media agency Socialistic.
- Mobile marketing network and services provider Madhouse closed Series C, having raised total of US\$30m since 2006.
- Blue Focus (蓝色光标) acquired the remaining 89% of media agency BoJie Media (西藏山南东方博杰广告有限公司).
- Mindshare China merged TV and Online TV into a single integrated multi-screen investment team.
- Integer set up new division Insight & Strategy to focus on shopper behavior, drivers of behavior and how to change consumer behavior.
- Blue Focus (蓝色光标) acquired 19.8% stake in Huntsworth.
- Charm entered strategic partnership with Baidu focusing on consumer research insights.

India

- McCann Worldgroup bought majority stake in Bangalore-based database marketing company End To End Marketing Solutions.
- Publicis Groupe acquired Bangalore-based technology services provider Neev, to be called Razorfish Neev.
- Publicis Groupe using acquisition of Neev to launch Razorfish in India.
- Mindshare opened office in Kochi.

Japan

- Dentsu Marketing partnered with Vision Critical to provide insight communities for market-research purposes in Japan.

Malaysia

- Local integrated CRM/loyalty-led communications agency On-Target Marketing Solutions launched FlashRewards, a mobile app that acts as e-wallet on smartphones, storing and organising loyalty cards.

Myanmar

- JWT signed affiliation agreement with Mango Marketing.

Singapore

- U.K. content marketing agency White Horse Digital entered Asia with office in Singapore.
- Social media monitoring software provider Synthesio opened first Asian office in Singapore.

Sri Lanka

- Edelman established footprint in Sri Lanka with appointment of PR Wire as exclusive affiliate member.
- Retail and Shopper Marketing specialist BBDO Proximity Shop launched Proximity Shop in Sri Lanka as arm of BBDO Lanka.
- Digital and Social Media Agency Neo@Ogilvy signed MOU with Sri Jayawardenapura University to develop digital marketing course as part of Marketing Management BSc Degree.

Thailand

- GroupM's audience buying company Xaxis launched via partnership with mInteraction, the digital unit of GroupM Thailand.