

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

### Asia

- Spanish PR firm Sergat formed exclusive partnership with Singapore's Mileage PR (迈励公关)
- Mindshare and OgilvyAction form partnership for rural market solutions covering India, Vietnam, Indonesia and Thailand
- Australasia's marketing content and communications group STW launched Edge Asia, regional digital advertising network created by bringing together established STW-majority owned agencies with offices in Vietnam, Thailand, Malaysia, Singapore, and Indonesia

### Australia

- PR firm PPR and content marketing agency King Content formed strategic partnership
- Mediabrands will launch fourth media company called BPN to operate alongside existing agencies UM, Initiative and MBThree

### China

- WPP's TNS acquired automotive market research firm Sinotrust Market Research
- Ogilvy's mobile marketing JV iconmobile dissolved its Beijing office
- Ogilvy held week long global board meeting in Chengdu
- TBWA's BEING opened Shanghai office
- New York-based independent agency Anomaly enters Asia with Shanghai office
- Ketchum formed Greater China Executive Committee to oversee its business
- Former Social@Ogilvy strategist opens new digital shop Fireworks

### Hong Kong

- Digital agencies Designercity and Green Tomato formed collaborative partnership
- Ogilvy & Mather launched new shopping referral platform called Shop Elsewhere, will expand across Asia

### India

- Publicis Healthcare Communications Group launched Digitas Health in India
- GroupM and content creator Optimystix Entertainment form alliance to create digital video-led brand solutions company MashUp
- Dentsu acquired 80% of digital agency Webchutney

### Indonesia

- Full service mobile marketing agency ad2c, a JV between Singapore-HQ'd Affle Group and Japan's D2C, launched in Indonesia

### Japan

- Mobile ad platform Millennial Media launched in Japan

**Macau**

- Newgate Communications signed network affiliation in Macau with corporate communications specialist Corporate Reputation Group

**Malaysia**

- Out-of-home media agency Kinetic Worldwide launched global roll out of its cloud platform Aureus OOH planning tool in Malaysia
- Malaysia's in-store branding and shopper engagement provider Pos Ad Group sold via management buyout wholly owned subsidiary Captivate, which provides promoter services
- Digital agencies VLT and BPC merged and will operate under VLT brand

**Myanmar**

- Y&R Yangon set up JV with local partner K-Noke Advertising

**Singapore**

- Vienna-based Emarsys, an email, mobile and social marketing automation solutions provider, entered Asia with Singapore office
- London-based research agency Sundance opened office in Singapore
- UK-based digital agency Essence set up operation in Singapore
- London-based digital agency Brandcast Media expanded into Asia opening office in Singapore
- Indonesia-based Fortune PR set up first overseas office in Singapore

**Taiwan**

- Newgate Communications signed network affiliation in Taiwan with public affairs firm Jet-Go Consulting Group
- JWT's China field marketing agency Always opened in Taiwan

**Thailand**

- Dentsu Network Asia acquired Bangkok-based brand consulting agency Brandscape through subsidiary Dentsu Plus in Thailand