



**[ Q1 2017 ]**

M&A in Advertising, Marketing Services & Marketing Technologies

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**McCracken**  
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## A Busy Q1 for Some

We tracked 67 relevant transactions in Q1 of 2017. Most active and visible on the buy-side was [unsurprisingly] WPP with ten transactions including the VR agency - **SubVRsive**, a majority stake in full service agency - **BruketaZinic OM**, a majority stake in content agency - **MediaCom India**, Hispanic agency - **Zubi**, media intelligence shop - **Newsaccess**, advertising agency - **Shanghai O&M** as well as its sister agency **Shanghai O&M Marketing Communications Consulting**, a stake in digital agency **EightyTwenty**, a majority stake in **Pmweb Comunicacao Ltd.**, a majority stake in digital tech shop - **3Ti Solutions** and branding agency - **Identica**.

Meanwhile, **Dentsu** continued its charge with four acquisitions including, digital agency - **blue-infinity**, a stake in advertising agency - **Dwi Saptu**, digital services shop - **Evolable Asia** and a majority stake in advertising agency group - **Grant Group**. Also with 4 transactions, **Publicis** scooped up comms and PR shop - **Troyka Group**, digital services agency - **Verbita**, content agency - **Ardent** and UX design shop - **The Abundancy**.

**Accenture** remains on a tear with three deals in Q1, product design firm - **Altitude**, a 62% stake in digital agency - **SinnerSchrader** and consultancy - **First Annapolis**.

And stepping up their deal pace, PE Firm the **Stagwell Group** also kicked off 2017 with three acquisitions including polling and research group - **Harris Poll**, the analytics agency - **Nielsen's Harris** and a minority stake in creative consultancy - **Wolfgang**.

Finally, and bursting on the scene in Q1 after an absence is **Condé Nast** with three deals: social media shop - **CitizenNet**, experiential agency - **Pop2life** and event technology platform - **Ribyt**.

## Three Important Stories You May Have Missed

Convergence is in full swing with an undeniable trend that has the major consultancies surging into the agency world and becoming one of the driving forces in M&A for MarCom and MarTech agencies. Some of the networks have an antidote - see story #3 (next page).

1. **Inside Accenture's Plans for Agency Dominance** - Watch out, agencies, the consulting firms are coming - Accenture Interactive, the agency inside consulting giant Accenture, is on a growth tear, snapping up agencies and opening offices. AI has grown double digits in the last year - it has over 13,000 employees globally and has increased both capabilities and where it has offices. The agency claims upwards of \$3 billion in global revenue and to be the fastest-growing sector inside Accenture. The majority of its clients are also clients of parent Accenture. [More...](#) Source: DIGIDAY 3.8.2017

2. **Global Consultancies are Buying Up Agencies and Reshaping the BrandMarketing World** - Industry watchers predict the trend will only accelerate - Along with a desire by consultancies to tap into clients' escalating digital marketing budgets, the acquisition trend reflects the ongoing transformation of the business landscape as a whole, and provides a blueprint for how consultancies and agencies will do business moving forward. [More...](#)

Source: ADWEEK 3.12.2017

3. **SapientRazorfish Unveils New Offering: Combines Consulting, Ad Services** - The firm hopes the integrated offering presented by SapientRazorfish will serve as an alternative to that fractured bifurcated approach that clients will embrace - According to the firm the new offering combines the strengths of consultancies and agencies. The core offering includes: Digital Business Strategy & Innovation; Customer Experience; Data & Artificial Intelligence; Marketing Modernization; IT Modernization and commerce. [More...](#)

Source: Steve McClellan, MEDIAPOST 3.16.2017

## Is Convergence Good News for Sellers?

Yes, it is... it's very good news for sellers and serves to bolster the headline from our Q4 2016 edition 'A Plethora of Buyers'. Convergence and vertical integration are healthy additions to the numbers and motivations of buyers planning to make acquisitions.

2017 DEALS

Company	Q1 2017 Deals	2016 Deals	2015 Deals	2014 Deals
	4	34	26	18
	10	29	40	52
	4	4	19	23
	1	4	9	5
	0	4	-	9
	0	5	-	-
	0	3	4	-
	1	3	2	3
	0	2	-	-
	0	2	7	2
	3	4	7	1
	0	6	3	8
	3	-	-	-
	3	-	-	-
	2	-	-	-

# Q1 2017 deals

For more information about individual transactions, click on the buyer's name.

	BUYER	SELLER	SECTOR (SELLER)	VALUATION
JANUARY	<a href="#">Accenture</a>	Altitude	Product Design Firm	
	<a href="#">Bain Capital</a>	Daymon Worldwide	Retail Services	
	<a href="#">Centerfield</a>	Qology	Performance Marketing	
	<a href="#">China Oceanwide Holdings &amp; IDG Capital</a>	International Data Group (IDG)	Media/Market Research	
	<a href="#">Cisco</a>	AppDynamics	Software Startup	\$3.7 Billion
	<a href="#">DEG</a>	Hint Studios	Creative Agency	
	<a href="#">Deluxe Corporation</a>	FMCG	Marketing Services	\$200 M
	<a href="#">Dentsu Aegis</a>	blue-infinity	Digital Agency	
	<a href="#">Ezoic</a>	AmpedSense	Ad Tech	
	<a href="#">Four Communications Group</a>	Insight Consulting Group	Public Relations	
	<a href="#">Gotcha Group</a>	Signal Campus	Colligate Marketing	
	<a href="#">Gotcha Group</a>	Kaleidoscope YFM	Colligate Marketing	
	<a href="#">Innotech Capitals</a>	Ad-Juster	Ad Tech	
	<a href="#">Kyu Collective</a>	Beworks	Consultancy	
	<a href="#">Publicis' Leo Burnett</a>	Ardent	Content Agency	
	<a href="#">Publicis' Leo Burnett</a>	The Abundancy	Analytics Agency	
	<a href="#">Stagwell Group</a>	Harris Poll	Polling and Research	
	<a href="#">Stagwell Group</a>	Nielsen's Harris	Analytics Agency	
	FEBRUARY	<a href="#">The Shipyard</a>	Stream Digital	Digital Agency
<a href="#">Time, Inc.</a>		Adelphic	Mobile Ad Platform	
<a href="#">United Collective</a>		Canvas	Digital Agency	
<a href="#">United Collective</a>		RL Public Relations & Marketing	Public Relations	
<a href="#">WPP's Group M</a>		MediaCom India	Content Agency	Majority Stake
<a href="#">WPP's Ogilvy &amp; Mather</a>		Shanghai O&M Advertising	Advertising Agency	
<a href="#">WPP's Ogilvy &amp; Mather</a>		Shanghai O&M Marketing Communications Consulting	Communications & PR	
<a href="#">Dentsu Aegis</a>		Dwi Sapta	Advertising Agency	Minority Stake
<a href="#">WPP's Wunderman</a>		Pmweb Comunicacao	Digital Agency	Majority Stake
<a href="#">Accenture</a>		SinnerSchrader	Digital Agency	62% Majority Share
<a href="#">Ascential</a>		MediaLink	Advertising Consultant	
<a href="#">Be Heard</a>		Freemavens	Marketing Analytics	
<a href="#">Brandify</a>		Street Fight	Integrated Media Company	
<a href="#">Cello Group plc</a>		Defined Health	Marketing Services	
<a href="#">Channel Zero</a>		The Content Agency	Video Content Agency	€106,500
<a href="#">Condé Nast</a>		CitizenNet	Social Media Marketing	

*Continued »*

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	BUYER	SELLER	SECTOR (SELLER)	VALUATION
MARCH	<a href="#">Goldman Sachs</a>	MDC Partners	Advertising Holding Co	\$95M investment
	<a href="#">Interel</a>	AMG	Public Affairs	
	<a href="#">Maru Group</a>	Usurv	Research Tech	
	<a href="#">Omnicom's TBWA</a>	Lucky Generals	Creative Agency	Majority stake
	<a href="#">Salesforce</a>	Sequence	UX Design Agencu	
	<a href="#">Singtel's Amobee</a>	Turn	Data Management Platform	
	<a href="#">Sun Seven Stars</a>	Grapevine	Marketing Platform	Majority investment
	<a href="#">WPP</a>	SubVRsive	Virtual Reality	
	<a href="#">WPP's GTB</a>	Zubi Advertising	Hispanic Agency	
	<a href="#">WPP's Kantar Media</a>	Newsaccess	Media Intelligence	
	<a href="#">WPP's Ogilvy &amp; Mather</a>	EightyTwenty	Digital Agency	Minority stake
	<a href="#">Accenture</a>	First Annapolis	Consultancy	
	<a href="#">Altice USA</a>	Audience Partners	Digital Advertising	
	<a href="#">Amazon Web Services (AWS)</a>	Do.com	Platform	
	<a href="#">Condé Nast</a>	Pop2Life	Experiential	
	<a href="#">Condé Nast</a>	Ribyt	Event Technology Platform	
	<a href="#">Dentsu Aegis</a>	Evolable Asia	Digital Services	
	<a href="#">Dentsu Aegis</a>	Grant Advertising Group	Advertising Group	Majority stake
	<a href="#">Dolphin Digital Media</a>	42West	Publicity Firm	\$28 million
	<a href="#">Entravision Communications</a>	Headway Digital	Digital Agency	
	<a href="#">Gartner</a>	L2	Digital Performance	
	<a href="#">Globant</a>	Ratio	Digital Services	
	<a href="#">Havas Group</a>	Agence79	Digital Agency	
	<a href="#">Merkle</a>	Divisadero	Spanish Digital Consultancy	
	<a href="#">Ogilvy &amp; Mather</a>	Eightytwenty	Digital Services	
	<a href="#">Pinterest</a>	Jelly	App	
	<a href="#">Publicis Group</a>	Troyka Group	Communications & PR	Minority stake
	<a href="#">Publicis Sapien</a>	Vertiba	Digital Services	
	<a href="#">Stagwell Group</a>	Wolfgang	Creative Consultancy	Minority stake
	<a href="#">Sullivan</a>	FOUR32C	Design Agency	
	<a href="#">WPP's Grey</a>	BruketaZinic OM	Full Service Agency	Majority stake
	<a href="#">WPPs Mirum (JWT Network)</a>	3Ti Solutions	Digital Technology	Majority stake
	<a href="#">Whittle Holdings</a>	Identica (From EDC Communications)	Branding Agency	

**Q1 Total = 67 deals**

# [Contact]



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McCracken Advisory Partners  
[mccrackenap.com](http://mccrackenap.com)

Keith McCracken  
Minneapolis  
CEO & Co-Founder  
+1 952 922 8140  
[keith@mccrackenap.com](mailto:keith@mccrackenap.com)

Ronnie Cohen  
New York  
Co-Founder  
+1 212 941 6498  
[ronnie@mccrackenap.com](mailto:ronnie@mccrackenap.com)

Brian Harris  
New York  
Senior Advisor  
+1 917 968 0765  
[brian@mccrackenap.com](mailto:brian@mccrackenap.com)

Rogério Campos  
Sao Paulo  
Regional Partner, Brazil  
+55 11 984667000  
[rogerio@mccrackenap.com](mailto:rogerio@mccrackenap.com)

# McCracken AP Transactions



Strategic Consulting

MCCRACKEN ADVISORY PARTNERS



Advised on Management Buyout

MCCRACKEN ADVISORY PARTNERS



Acquired



MCCRACKEN ADVISORY PARTNERS



Acquired by



MCCRACKEN ADVISORY PARTNERS



Acquired



MCCRACKEN ADVISORY PARTNERS



Acquired a majority interest in




MCCRACKEN ADVISORY PARTNERS




Acquired



MCCRACKEN ADVISORY PARTNERS



Acquired



MCCRACKEN ADVISORY PARTNERS



Acquired by



MCCRACKEN ADVISORY PARTNERS



Acquired by



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