



Dentsu Aegis Network acquired two leading media buying and planning agencies in Ghana, Adams Media and Premier Media.



Adams Media and Premier Media will be rebranded as Carat and Vizeum respectively and collectively form Dentsu Aegis Network locally to become the leading media agency in Ghana, the second largest West African economy.





Carat was ranked number one in RECMA's 'Qualitative Network Diagnostics' report for the fifth time running in Asia Pacific and for the fourth time in Southeast Asia.



Dentsu Aegis Network has extended its digital leadership in Brazil through the acquisition of Redirect Digital Marketing. The agency will become part of iProspect.



Eurostar appointed Dentsu Aegis Network to manage its global media and digital accounts. 360i and iProspect will work together to provide enhanced digital performance marketing services.



New Business & Latest Work



Posterscope launched in Nigeria, its third Sub-Saharan African office. Posterscope now has presence in 32 markets globally.



Vizeum won the media accounts for BBC Worldwide (APAC and South Africa) as well as Cruz Verde, Alicorp and Aledian (all in Colombia).





Dentsu Aegis Network retained the Kellogg's EMEA media account. The new mandate will cover 30 markets, with a total media spend worth \$250m USD and involve Carat, Isobar, iProspect, Data2Decisions and Posterscope.



Posterscope Brazil was appointed the official OOH agency for the 2016 Olympic Games.



Dentsu Creative Impact won the creative duties of Carlsberg India, and will be responsible for profiling the brewery brand in the market.



Carat Germany retained the Fraport (Frankfurt Airport) business after a competitive pitch, reconfirming their partnership since 2006.



Awards & Events



Vizeum, Isobar and Posterscope Poland received a 'Golden Arrow Distinction' award for the Ferrero Tic Tac 'White and Red' campaign.





Jean Lin, Global CEO Isobar, held the keynote seminar 'Borderless Innovation' at the Commonwealth World Economic Forum in Taiwan, focussing on the role of innovation and the pace of change.



mcgarrybowen UK creatives, Holly Fallows and Charlotte Watmough, launched 'Cannes Lionesses,' a digital hub celebrating female winners at Cannes Lions to inspire female creativity.



Karl Weaver, Data2Decisions CEO, and Brand Republic held a thought-provoking industry debate in London on 'marketing for good' and creating brand purpose.



Carat implemented a large-scale integrated marketing campaign for MasterCard customers in Moscow, giving fans the chance to win free tickets to Muse 'Park Live' concert.



Posterscope Russia held a special round table on "the prospects of outdoor advertising in Moscow," gathering leading media and advertising representatives.





Amnet, Dentsu Aegis Network's agency trading desk, promoted Sean Wang to General Manager Taiwan.



Nigel Morris, CEO Dentsu Aegis Network Americas & EMEA, spoke to Forbes Magazine on 'if you're not a start-up, you're a turnaround.'



Shripad Kulkarni has been appointed as Managing Director of Vizeum India.



Chrissy Totty, Head of Innovation Vizeum UK, discussed the best brand activations at Wimbledon 2015 with Marketing Magazine.



Glen Wilson, Managing Director Posterscope UK, talked to Campaign Live on how the future of OOH will be defined by innovation.





Kristian Barnes, CEO Vizeum APAC, spoke to Campaign Asia on the impact of artificial intelligence on the future of advertising.



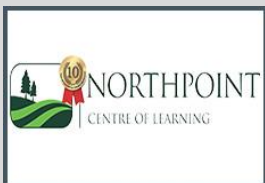
Responsibility



Dentsu Aegis Network APAC won three 'Gold Horn' awards at the Tambuli Awards for its CSR campaigns 'Cardvertising', 'Project Rainbow' and 'The Anti-Abuse Soundtrack.'



Isobar South Africa and local cooperative 'Create Africa' celebrated Nelson Mandela Day on 18 July with a three-day digital seminar for the community of Qunu, South Africa.



Posterscope India and Milestone Brandcom partnered with the Northpoint Centre of Learning to launch India's first and only postgraduate programme in OOH advertising.



Extras



Dentsu Aegis Network announced the rebrand of Mitchells to Dentsu Mitchell, bringing together two of Asia Pacific's most iconic media brands and launching the Dentsu media brand in Australia.



Data2Decisions launched in Australia and New Zealand, with presence in nine markets globally.



iProspect launched a tailored version of 'Squared Online' digital marketing programme, developed with Google as part of the agency's new global talent initiative NEXTGEN.



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