

Dentsu Aegis Network acquires John Brown Media

Dentsu Aegis Network has announced that it has acquired John Brown Media, their rich depth of experience in creating and publishing content will enhance Dentsu Aegis Network's existing content capabilities, creating a highly differentiated and innovative integrated content offering for clients globally.

Following the acquisition, John Brown Media will retain its brand identity and Andrew Hirsch, CEO, will report to Tracy De Groose, CEO, Dentsu Aegis Network UK & Ireland. Andrew Hirsch will collaborate with Ben Wood, Global President of iProspect, Dentsu Aegis Network's global digital performance agency, to integrate John Brown Media's content publishing capabilities into iProspect's performance-driven solutions globally.



"As one of the world's largest content agencies, the acquisition of John Brown Media will add another dimension to our content offering across the group," said Tracy De Groose. "More clients are asking for content-led strategies and we'll now be able to develop more innovative, content-rich solutions for them, and also accelerate our growth in this space. We are excited to welcome the John Brown Media team to our business."

"The digital communications market has seen some major shifts as the focus for communications strategy evolves from the world of bought media, to one where earned and owned media often play the lead strategic role," said Ben Wood. "Successful search campaigns are increasingly reliant on the ability to drive audiences towards quality, editorialised content. By aligning publishing into our search and performance offering, iProspect creates real differentiation. The John Brown Media acquisition proves we are committed to a future that is driven by content, and brings us more depth in this space."

"We have been producing brilliant content for some of the world's most prestigious brands over the last 20 years. Now, as part of Dentsu Aegis Network, we will have the ability to work alongside some of the world's leading strategists to deliver

smarter content and drive even better results for our clients," said Andrew Hirsch.

Financial terms of the transaction were not disclosed.

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