

# Leo Burnett acquires Radar

Cape Town-based advertising agency Radar has joined Publicis-owned Leo Burnett as part of a drive by the global giant to increase their profile and presence in Africa as a full-service agency.

"The deal made a lot of sense to us," says Radar founder Jason Ray. "We already had shared clients and believed strongly in the Publicis Groupe's 'Power of One' vision, which, driven by a common purpose, puts clients at the centre, while removing complexity to deliver agile, rapid integrated solutions."

"It was also exciting that the Group bought into the unique structural thinking that drove Radar, i.e. a reduction of layering and using top-level people almost exclusively. In a nutshell we believe that quality vs quantity creates a better client experience and deeper work."

While led by Ray strategically, the agency is driven creatively by Tricia Snowball and Jonathan Commerford as joint ECDs.

## Changing lives with a big idea

Snowball comments: "I think every creative dreams of changing lives with a big idea so we're very excited about joining a creative community where the principle of serving true human needs is woven right into the global culture."

"It's really inspiring to be a part of a global group that values creativity as highly as we do," adds Commerford. "When it comes to making great work that moves people, we're in very good company. "

Leo Burnett is part of Publicis Communications, the creative communications hub of Publicis Groupe, which has 100 offices in 20 countries.

The announcement follows hot on the heels of some major recent account wins by Publicis, including Philip Morris International (PMI) and Old Mutual.

The new entity's portfolio also includes OM Insure, Nedgroup Investments, Standard Bank, Visa and Cash Converters.

"Leo Burnett/Radar is an exciting addition to our Group. We share a similar ethos and an equal relentless focus on our clients that bodes well for great things. Watch this space," concludes John Dixon, CEO of Publicis Communications in South Africa.



Jason Ray, founder of Radar.