

Publicis snaps up Australia's Match Media

PARIS, FRANCE: French advertising giant Publicis said on Wednesday it had bought Australia's leading independent media agency Match Media.



Publicis said Match, which has 75 staff based in Sydney, will become part of its ZenithOptimedia Group's "newly launched global media network, Blue 449".

Match specialises in media strategy, advertising buying and digital planning and was the only independent to make it into this year's Warc 100 list of the best global media agencies.

Match will retain its management team under the leadership of CEO John Preston, Publicis said in a statement, "and will be the vanguard to expansion of the Blue 449 network across the Asia-Pacific".

Publicis did not say what it had paid for the agency.

Match's founder Preston said: "Match has enjoyed a wonderful run in its 12-year history as an independent. Now, the rapidly changing world of data and technology has motivated us to explore potential partners that will allow us to provide our clients access to the latest technology and tools".

Source: AFP