

## Serviceplan, Hakuhodo and Unlimited form global strategic alliance

Serviceplan Group (Germany), Unlimited Group (UK) and Hakuhodo Group (Japan) have signed a strategic alliance to provide clients and prospects with a global presence based on local insights and regional expertise in the fields of creativity, media, data and technology.



This global alliance will be positioned to respond to the increasing need for fully integrated communication services in the UK, Japan and Southeast Asia, and will add further locations in Asia to the Serviceplan Group in Japan, Singapore, Thailand, the Philippines, Indonesia and Vietnam, in addition to the Group's own locations in China (Shanghai and Beijing) and Malaysia.

Together, the independent agencies are building joint teams to provide data-driven, customer-centric, integrated solutions with a presence in all major markets. The alliance will enable the three to serve existing clients and pitch for global business as a single unit, with a flexible approach to working together. They've already teamed up for a pan European pitch due to take place in the first quarter of 2019.

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