

DigitasLBi acquires African agency, Liquorice

African digital marketing agency, Liquorice, has been acquired by global marketing and technology agency Digitas LBi, part of Publicis Groupe.



Launched almost 10 years ago by Chief Executive Miles Murphy, Liquorice will form part of DigitasLBi's Middle East & Africa region under the leadership of Anil Pillai, who takes on the newly created role of Chief Executive, UK, Middle East & Africa.

Liquorice specialises in a range of services from web, mobile, social media, CRM, content creation and search engine marketing, and currently employs 115 people in four offices deploying work across sub-Saharan Africa. The agency has long-term relationships with some of Africa's biggest brands including Unilever, Distell, Sanlam, Pioneer Foods, SAB Miller, SA Home Loans and Elizabeth Arden.

Benefit for DigitasLBi

The acquisition of Liquorice will reportedly strengthen DigitasLBi's global footprint, providing it with marketing and technology expertise in fast-growing South African markets, as well as the ability to help both local and global clients transform themselves for digital.

Says Murphy: "We are tremendously excited about this opportunity to take our already successful South Africa business onto the global stage with DigitasLBi. Several potential partners approached us, but DigitasLBi stood out head and shoulders above the rest. We believe DigitasLBi with its 6,700 digital experts working across 40 offices in 26 countries is the most progressive marketing and technology agency in the world and we look forward to working together to grow our presence throughout Africa and beyond."

For more, visit: <https://www.bizcommunity.com>