

Dentsu Aegis Network acquires majority stake in Crimson Room Communications

Dentsu Aegis Network, headquartered in London, has acquired a majority stake in South African experiential marketing agency, Crimson Room Communications. In line with its ongoing investment into the African market, Crimson Room Communications will be integrated into Posterscope over time, establishing psLIVE in South Africa.



Established in 2005 by Philippa Viljoen, Crimson Room Communications offers a range of experiential marketing services from strategy development and concept ideation, events management, promotions, public relations and brand activation to execution of the brand experience across a multitude of consumer touch points. It will continue to be led by Viljoen.

Dawn Rowlands, CEO Dentsu Aegis Network sub-Saharan Africa says, "The group is focused on growing psLIVE globally, so we are thrilled to have the opportunity to acquire Crimson Room, as it will further enhance psLIVE and our ambition of innovating the way brands are built for our clients."

Viljoen adds, "I am excited about what we can achieve together and for the opportunities ahead for both our clients and employees. Our partnership will allow us to provide a broader product offering to our clients and leverage global best practice."

Excellent strategic fit

"The company will continue to serve its clients with the commitment to integrity and excellence that it has built over the years, adding the support and drive of a global partner. We are committed to building on our best-in-class experiential solutions to create the most compelling and comprehensive offering for both current and new customers. I look to the future with optimism."

Craig Page-Lee, group MD Posterscope sub-Saharan African concluded, "Crimson Room is an excellent strategic fit with Posterscope's South African business, as we continue to drive the specialist nature of the Out-of-Home, which includes ambient and experiential advertising and shopper marketing. Adding this strong proposition to our business will ensure that we provide clients with an end-to-end, one-stop solution to their entire BTL requirements, allowing our clients to own the entire consumer journey across a multitude of touch points when consumers are out-of-home. I am excited at the prospect of engaging the market with the Crimson Room team as we seek out new opportunities."

Part of Dentsu Inc, Dentsu Aegis Network is made up of eight global network brands - Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, Posterscope and Vizeum and supported by its specialist/multi-market brands including Amnet, Amplifi, Data2Decisions, Mitchell Communications (PR), psLIVE and 360i.

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