

# Publicis Groupe conquers continent with The Creative Counsel acquisition

It's official - Publicis Groupe has acquired The Creative Counsel in a move set to scale up its African expansion...

Back in July when rumour first surfaced on the deal, [Memeburn reported the deal to be worth a massive 'R1bn'](#), making it one of SA's largest ever agency acquisitions.



Ran Neu-Ner and Gil Oved - The Creative Counsel

The Creative Counsel (TCC) is South Africa's largest advertising agency group, founded in 2001 by Ran Neu-Ner and Gil Oved as an activations company focusing on promotions.

Since then it has grown exponentially on both turnover (R700m) and staff size, with just over 1,500 full-time staff and thousands of temporary staff.

TCC runs sales and marketing campaigns for the largest multi-nationals and large local marketing spenders, and as Publicis Africa Group CEO Kevin Tromp says as the world's second largest continent, Africa presents important market opportunities.

These will assist Publicis in increasing its equity footprint as it acquires companies that understand the complexity of marketing to the continent's numerous unique cultures and cluster communities, especially as African consumers are no longer passive receivers of brand communication and are now active participants who require brands to engage them meaningfully.

This is in line with TCC's view that activations have become a consumer science as the focus shifts away from brands and focuses on the consumer.

Little wonder this deal came about, as Publicis Africa Group is known as the fastest growing network of communication agencies in Africa...

“ *Publicis Groupe most awarded company in 2015 [@adweek](#) Media Plan of the Year competition.*

<http://t.co/nwipkvd5gR> [pic.twitter.com/kkwFwutyZb](http://pic.twitter.com/kkwFwutyZb) - Publicis Groupe (@PublicisGroupe) [September 9, 2015](#) ”

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