

Ciesco advises Serviceplan, the largest European independent agency group, on its acquisition of New York and San Francisco-based creative agency, Pereira O'Dell

LONDON, 6th October 2020: Ciesco is delighted to announce the successful completion of its latest transaction, advising Serviceplan, one of the largest independent marcom groups in the world, headquartered in Germany, on its acquisition of Pereira O'Dell, the highly-awarded creative agency based in San Francisco and New York. Serviceplan acquired the strategic interest in Pereira O'Dell shareholding out of DDB network, part of the Omnicom Group.

With the Serviceplan Group's worldwide network spanning 35 countries and Pereira O'Dell's US operations rooted in US's West Coast and East Coast, the new alliance strengthens the international reach of both agencies. This partnership will supercharge creative capabilities for Serviceplan and facilitate the global integration of key clients across the network, while giving Pereira O'Dell an international offering for clients in the US.

Ciesco acted as exclusive adviser to the Serviceplan Group in identifying strategic growth opportunities in the US and subsequently managing the acquisition process. Pereira O'Dell was selected as lead partner of choice given its highly regarded creative expertise in the US marketplace, excellent reputation, and a very strong client base. The deal involved working with the principals of Pereira O'Dell in the buyout of their company's shares from the Omnicom Group and subsequent acquisition by the Serviceplan Group.

Florian Haller, CEO of Serviceplan, said: "For the Serviceplan Group, this is a strategic step towards increasing our existing global footprint. Following our long-term international strategy, we believe in our goal to offer our integrated agency concept with creative & content, media & data and experience & technology in all relevant international markets. Our partnership with Pereira O'Dell is the next logical step forward."

"Ciesco has been an invaluable strategic partner to the Serviceplan Group in our international growth" added Florian Haller, "Their knowledge of the sector and reach into the market place found us the ideal partner in Pereira O'Dell. They managed a smooth, discreet and swift process that has joined two powerhouses together across the Atlantic."

"We are thrilled about our new partnership with the Serviceplan Group," said Andrew O'Dell, CEO, Pereira O'Dell. "From our very first meeting, we knew our shared vision of creative excellence, independent spirit and creating a unique global offering, was not only exactly what we wanted for Pereira O'Dell as an agency, but for our clients too. We are looking forward to navigating this next chapter, together."

Commenting on the transaction, Alan Matthews, Partner at Ciesco, said: "The Ciesco deal team managed the acquisition process, negotiating and facilitating the buyout of Pereira O'Dell from Omnicom, and then the transaction between the Serviceplan Group and Pereira O'Dell. Knowing what it takes to work through the machinery of some of these large marcom holding groups, it is a credit to our transaction expertise that the deal team completed this deal in under 5 months, and during the Covid-19 pandemic"

Chris Sahota, CEO of Ciesco, added: "I am proud of our work with the Serviceplan Group, and the relationship we have developed. The partnership between Pereira O'Dell and Serviceplan will create a compelling offering in the marketplace for regional and global brands".

This transaction follows the recent completed deal announcements from Ciesco including: the sale of Rightspend, a SaaS based marketing procurement technology platform to LDC Private Equity; the sale of Mediexplain, the leading Amsterdam-based full service media and marketing agency; and the sale of Mavens, the London based data and analytics consultancy to Kantar, the world's leading data, insights and consulting company recently acquired by Bain Capital.

Ciesco – <https://www.ciesco.com/>

Ciesco is a leading specialist M&A firm with a focus on the technology, digital, media, and marketing sectors. Headquartered in London, with offices in Germany and France and operating globally. Ciesco offers a unique combination at partnership level of senior industry practitioners and sector specialist investment bankers. This enables an extensive network of contacts and strong relationships that reach into organisations worldwide at C-suite sponsor levels. Ciesco is well regarded in the market for its specialist advice derived from the deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About Serviceplan Group – <https://www.serviceplan.com/>

The Serviceplan Group is Europe's largest independent, partner-managed agency group. Founded 50 years ago as an advertising agency, Serviceplan quickly developed the concept of the "House of Communication" – the fully integrated agency model that combines all modern communication disciplines under one roof, whether brand strategists, creative, media, digital or technology experts, market researchers, PR consultants or sales professionals. With 24 of its own locations as well as further partnerships, the Serviceplan Group is represented in a total of 35 countries worldwide and in all major economies. In addition to the three largest agency brands, Serviceplan, Mediaplus and Plan.Net, the Group includes the market research institute Facit, the realization agency Solutions, and the strategic consultancy agency Serviceplan Consulting.

The US House of Communication launched in New York in 2018 and is currently home to 65 multidisciplinary communication experts. The group is helmed by Stefan Schuette, a 20-year Serviceplan veteran, and Erik Dochtermann, CEO of Modco Mediaplus.

About Pereira O'Dell – <https://pereiraodell.com/>

Founded in 2008 by Andrew O'Dell and PJ Pereira, Pereira O'Dell, is a full-service bi-coastal creative agency with offices in San Francisco and New York. Clients include Adobe, Fifth Third Bank, Rakuten, MINI, Stella Artois, Corona, Intel, The Cheesecake Factory, and several brands under the General Mills umbrella. Pereira O'Dell has amassed over 100 respected Advertising and entertainment awards including numerous Cannes Lions, Clio's, D&AD, Pencils, Effie's and an Emmy win.

Press Release Enquiries

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