

Ciesco advises NY-based MODCO Media, a full-service media agency, on its acquisition of Canadian-based Cavera Inc.

11th April 2024 - London: Leading specialist M&A advisory firm Ciesco is pleased to announce the successful completion of its latest transaction, acting as the exclusive buy-side advisor to NY-based MODCO Media on its acquisition of Cavera, a Canadian based digital marketing agency specialising in customer experience, design, and web development.

This strategic acquisition strengthens MODCO's integrated technology, creative and media offering, expanding its capabilities in the digital marketing space. Ciesco's deep understanding of the tech-enabled media landscape, coupled with a proven track record in buy-side advisory, uniquely positioned the firm to effectively guide MODCO through the transaction process.

Founded in 1991, MODCO has earned a reputation as one of the leading independent creative full-service media firms in the US, boasting a robust portfolio of blue-chip clients in the luxury, entertainment, and financial sectors, including Lagos, Take-Two Interactive, and Crypto.com. With over \$100M in annual billings, MODCO integrates strategic planning and media buying with creative solutions across all platforms.

Cavera brings a wealth of expertise in digital marketing, catering primarily to mid-sized e-commerce brands and public sector organisations. With a focus on customer experience, design, and web development, Cavera has carved a niche for itself in delivering innovative and tailored solutions to its clients.

Commenting on the acquisition, Erik Dochtermann, CEO, and founder of MODCO Media, expressed excitement about the synergies between MODCO and Cavera, stating, "The acquisition of Cavera aligns perfectly with our strategic vision to expand our digital marketing capabilities and provide comprehensive solutions to our clients. We are thrilled to welcome Cavera's talented team into the MODCO Media family and look forward to leveraging their expertise to drive further growth and innovation."

Chris Sahota, CEO, and founder of Ciesco, remarked, "We are delighted to have played a key role in facilitating this strategic acquisition for MODCO Media. The combination of MODCO Media's extensive media capabilities with Cavera's expertise in digital marketing creates a compelling value proposition for clients seeking integrated solutions in today's competitive landscape."

This transaction underscores Ciesco's commitment to delivering exceptional advisory services in the technology, media, and healthcare sectors, further solidifying its position as a trusted partner for clients navigating complex M&A landscapes.

About Ciesco – [website](#)

Ciesco is a leading specialist M&A firm with a focus on the technology, media, healthcare and sustainability sectors, headquartered in London, 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 MODCO Media – [website](#)

Founded in 1991, NY-based MODCO Media is one of the few established independent creative full-service media firms in the US. With a strong media capability, MODCO Media integrates strategic planning and media buying with creative solutions across all platforms, providing communication

strategy, media planning & buying, reporting & analytics, and SEO services. The agency has worked with some of the most successful fashion, luxury and entertainment brands, including Take-Two Interactive, Kenneth Cole, True Religion, Vera Wang, Hunter, Crypto.com and Brighthouse Financial, part of MetLife.

About Cavera – [website](#)

Founded in 2013, Cavera is a Canadian-based digital marketing agency specialising in customer experience, design, and web development. Cavera works with small and medium-sized ecommerce brands, and public sector organisations. Cavera is a focused, talented team of designers, developers, and marketers with a passion for creating spectacular digital experiences that reshape the connections between brands and their customers.
