



Dentsu Aegis Network has announced the acquisition of Flock Advertising (“Flock”), a well-known and highly awarded full service creative digital agency in Mexico. The acquisition of Flock will add a strong creative and production capability to complement Dentsu Aegis’ historic focus on media services in Mexico, and serve as a platform for Isobar’s Spanish-speaking Latin American markets.

Flock was established in 2009 by founding partners Sebastian Tonda, CEO, and Mario Nissan, GM Flock Media and Performance (which offers solutions based in technology & innovation, digital media & performance, data & analytics and IT operations), and is known for its unique combination of digital spirit, holistic strategic thinking and focus on innovative business solutions leveraging technology. With roots in social media management, Flock is now a full-service digital agency combining strong creative, innovation, production, consumer intelligence, planning, media and performance. Flock was ranked as one of the Most Effective Independent Agencies in Effie Effectiveness Index in 2015, the most comprehensive global ranking of marketing effectiveness. The agency now counts 142 employees in its Mexico City headquarters, where it currently services 34 clients including Dominos Pizza, Jose Cuervo, Nike, The Coca-Cola Company, American Express and Cinopolis.

Following the acquisition, Flock will rebrand to “Flock - linked by Isobar,” adding a new cornerstone to Isobar’s growing global footprint. The agency will maintain its talent, entrepreneurial spirit and innovative essence and will be further empowered by Isobar’s regional and global network of 4,000 digital pioneers.

“Flock is a highly recognized digital creative agency that will bring strength and energy to Isobar’s development in Mexico and Latin America,” said Isobar Global CEO Jean Lin. “Their services focus on innovation, branded content, analytics and ROI, and are fully aligned and complementary to Isobar’s competencies. Flock - linked by Isobar, will also give us a strong foundation upon which to extend future Brand Commerce initiatives.”

“Flock is a young, highly creative, technically strong and dynamic digital agency that has built a great and well-deserved reputation in the Mexican market,” commented Julio Castellanos, CEO, Dentsu Aegis Network Mexico. “They will not only add digital services and expertise to our operating model but also enhance our delivery of digital breakthrough solutions that move the market.”

“We found a partner that is focused on accomplishing on a global scale what Flock is working to accomplish in Mexico,” said Sebastian Tonda, CEO, Flock - linked by Isobar. “With this partnership, Flock will empower its talent, clients and ideas through a global network that is beautifully aligned with our purpose and vision for the industry.”

Mexico is the second-largest economy in Latin America, behind Brazil, and is ranked as the 15th largest economy globally, based on GDP. Flock is ranked first in awareness amongst independent digital agencies in Mexico according to the 2015 agencyScope survey conducted by Grupo Consultores.

Financial terms of the transaction were not disclosed.