



Dentsu Aegis Network has acquired full service digital marketing agency Emerald in Vietnam.



Emerald will become a company within Isobar, referred to as 'Emerald - Linked by Isobar'. The acquisition has grown Isobar's presence in Asia Pacific, entering into the Vietnamese market for the first time.



Dentsu Aegis Network has introduced a new management structure in Singapore, with Rosalynn Tay as CEO.



The Story Lab, Dentsu Aegis Network's branded content agency, has officially been launched in France.



Dentsu Aegis Network has acquired the highly regarded creative agency BWM Group in Australia.



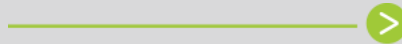
New Business & Latest Work



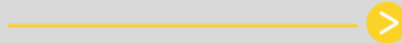
Carat has won four new media accounts: the healthcare company Allegan (APAC), the supermarket chain Lidl (Bulgaria), the retail group Woolworths (Sub-Saharan Africa) and the insurance company PROAMA- Generali Group (Poland).



iProspect has won the Body Shop, the Australian Post and the Persons accounts in Australia, as well as the social media mandate for the life insurer AEGON Religare in India.

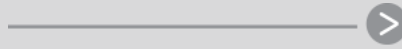


Vizeum has won three new media accounts: Ruokakesko, one of the largest Finnish grocery trading companies, the internet group Tomorrow Focus (Germany) and the amusement park VGP Universal Kingdom (India).

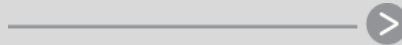




Spotify has chosen 360i as its media agency to support its entire US media account, including planning and buying.



Ad O'clock has won the online media planning account for the Russian mobile operator MTS.



Dentsu Aegis Network Germany has launched a first-of-its-kind campaign for General Motors, targeting regional audiences through Smart TV technology.



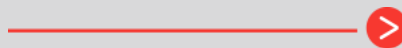
Awards & Events



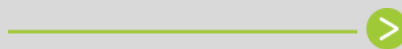
Carat Germany has won the 'Deutscher Mediapreis' gold award for the adidas real-time #worldcup campaign.



Isobar Poland's inspiring campaign Freedom Tattoos has been named 'Ad of the Day' by Adweek and Creativity Online.



iProspect has received four IAMA awards by the Internet and Mobile Association of India, for the Cleartrip and Koovs digital campaigns.





Vizeum has won three prestigious 'Bookmark Awards' by the IAB South Africa for the BMW media campaign.



Kathleen Brogan, SVP & Director of Integrated Publishing of Carat US, has been named 'Working Mother of the Year' by Advertising Women of New York.



iProspect has won the Innovation Prize at the Media Agency of the Year Awards by Offremedia in France.



People



Tracy De Groose, CEO of Dentsu Aegis Network UK & Ireland, has shared her thoughts on the role of Programmatic at the Newsworks' Shift conference in London.



Monika Bierwagen has been appointed as new Managing Director and President of Isobar Poland.



Jean Lin, global CEO of Isobar, has written a special essay on 'Liberating Creativity', featured by the Gunn Report and Ad Age.

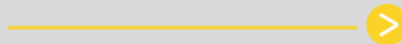




Celia Collins, Business Direct of Carat, has been promoted to Managing Director of Carat in Johannesburg.



Duncan Pointer, Integrated Business Director of Vizeum, has been promoted to Managing Director of Vizeum APAC.



Sławomir Stępniewski, CEO of Dentsu Aegis Network Poland & Eastern Europe, has spoken to Marketing and Media Polska, the most prestigious Polish marketing magazine, sharing his views on the integrated marketing challenges in the digital era.



Responsibility



Carat US has supported the 'Go Red for Women' campaign with a red dress pin sales to benefit the American Heart Association.



Dentsu Aegis Network has launched a highlight video on its three-year partnership with the Movember Foundation, raising awareness for men's health globally.





Amplifi UK has won a competition to support the charity 'Family Action' with a £250K media campaign courtesy of Trinity Mirror Solutions.



Extras



IQ Mobile has launched its annual 'Mobile Hot 10' report, showcasing top mobile trends to watch in 2015.



iProspect US has launched an inaugural brand campaign 'Being Relevant Matters', leveraging the holistic knowledge of customers' behaviour.



Dentsu Aegis Network Germany has sponsored Social Media Week in Hamburg.



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