

Ogilvy & Mather acquires Hong Kong-based digital consultancy

WPP's marketing communications network Ogilvy & Mather has acquired a majority stake in the Hong Kong-based digital consultancy ARBA. This acquisition advances Ogilvy's digital strategy and creative capabilities through the technical and production strengths of ARBA, which include enterprise mobile apps, responsive web and intranet, as well as CRM and predictive analytics.

ARBA offers bespoke digital design and software engineering services with a focus on sales acceleration and customer experience.

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