

Yonder Media acquired by GroupM

WPP's GroupM has acquired a majority stake in Yonder Media, one of South Africa's specialised mobile marketing agencies. Yonder Media will continue operating as an independent brand and lend speciality services to the GroupM agencies - Mindshare, MEC Group (MEC and NotaBene), MediaCom and Maxus.



Yonder Media management team

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With this addition, GroupM's agencies will be ahead of the market in developing effective and creative mobile solutions for clients.

"Mobile and digital usage are in rapid growth mode across South Africa. With Yonder Media, we will establish a mobile/social hub of excellence to support our client base and agencies and lend our scale and resources to help it continue its best-in-class independent services," said Michelle Meyjes, CEO, GroupM, South Africa.

Established over 10 years ago, Yonder Media is a full-service - mobile first - digital and social media agency offering mobile and social media strategy, application development, media planning, buying and management, as well as related services such as mobile airtime rewards, mobile coupon management and mobile reply path in traditional media executions.

"Our team has distinguished its excellence in digital and mobile advertising by leading the market and garnering international recognition with awards at Mobile Marketing Association's Global Smartie Awards for the past three years running," said Rick Joubert, CEO Yonder Media. "The acquisition of a majority stake in our company is further validation and we are thrilled that we've been able to maintain our independence, whilst working with our new partners to accelerate the growth of mobile and social media advertising in South Africa and the African continent."

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