

# Creative Spark acquired by M&C Saatchi PLC

M&C Saatchi PLC has announced the acquisition of one of South Africa's leading independent digital agencies, Creative Spark.

# M&CSAATCHI

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"Creative Spark is a born and bred award-winning, digital specialist agency, with strong web and digital development heritage and a specialisation in social media and content creation. With the growing trend of 'integrated agencies', the tie up locally between M&C Saatchi Abel and Creative Spark, helps ensure that digital is a core pillar of the marketing, advertising and publishing conversation. Both agencies will now be able to add even more value to their existing clients in offering world class marketing solutions. I think it's a powerful relationship that is already reaping dividends for both companies" said Moray MacLennan, CEO of the M&C Saatchi Global network, when making the announcement.

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"South Africa has been a wonderful success story for our company. Earlier this week, M&C Saatchi Abel were announced [Agency of the Year](#) at the annual Financial Mail AdFocus Awards ceremony. An incredible achievement considering they opened their doors for business a mere five years ago! With so many additional opportunities in the SA market, particularly in the digital space, it has become increasingly important for the Group to have another quality offering to look after the growing needs of our clients - both locally and internationally.

Our model is usually a start-up, entrepreneur-led one. But every now and then you come across a quality independent business where the owner is looking to become part of something bigger in order to grow. Matthew Buckland is one of those rare people who has built a great company with a highly skilled team and quality clients. Creative Spark is ready to take the next step in their growth story."

Mike Abel who heads the M&C Saatchi Group on the continent said "Creative Spark will remain an independent stand-alone business, also servicing specific clients within the M&C Saatchi Abel JHB agency."

Matthew Buckland, MD of Creative Spark added: "We are immensely proud to become part of the M&C Saatchi Group - the fastest growing independent agency network in the world and one that inspires immense respect. We share a pan-African vision with M&C Saatchi of creating a large, world-class digital agency and a strong digital publishing platform in Burn Media like no other.

In M&C Saatchi Abel we have found a like-minded partner with a common culture and purpose to deliver communication solutions to business problems. We believe that the combination of the two companies will be greatly beneficial to our clients," concluded Buckland.

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