

Ideal Group merges with WPP

In Brazil, digital content and PR firm, Ideal Group merged with WPP's H+K Strategies and Ogilvy Public Relations, respectively, after WPP acquired a majority stake. Ideal Group, founded in 2007, collectively employs 200 people and is based in São Paulo with an office in Rio de Janeiro.

Ideal's clients include Facebook, GE, Nike, Monsanto, Diageo, Dell, Goodyear, Spotify, AstraZeneca, 3M, Rio2016 and Whirlpool. This investment continues WPP's strategy of investing in fast growing sectors such as digital and its commitment to developing its strategic networks throughout Latin America, while bolstering the group's leadership position in Brazil. The Group (including associates and investments) collectively generates revenues of US \$1.6 billion in Latin America and employs 23 000 people. In Brazil, the group (including associates and investments) generates revenues of around US \$600 million and employs over 7,000 people.

For more, visit: <https://www.bizcommunity.com>