

Dentsu Aegis Network Rebrands to Dentsu International

Dentsu Aegis Network (DAN) is undergoing a rebrand, intending to simplify its offering. The new name is Dentsu International.

DAN was a result of Dentsu's 2012 acquisition of Aegis Media for a reported \$5 billion and comprises nine major agency brands: Carat, Dentsu X, iProspect, Isobar, DentsuMcgarraBowen, Merkle, MKTG, Vizeum and Posterscope. The network is supported by other specialist agencies like 360i, Gyro, Story Lab and others.

Former DDB global CEO Wendy Clark took on the same role for DAN and started this month. The network has gone through some significant internal changes, including leadership reorganizations. In a high-profile move, DAN hired Christena Pyle, formerly leading Time's Up Advertising, as its Chief Equity Officer.

"This represents an important milestone in the evolution of our international business as we build on Dentsu's rich legacy of innovation and industry leadership along with the dynamic growth story of Dentsu Aegis Network," Clark said in a statement. "Our business provides our clients and our people with the best of both worlds, helping them to achieve meaningful progress against a backdrop of unprecedented change and disruption."

The simplification in Dentsu's business is anchored in three lines of business established across media, CRM and creative. The goal is to help its clients more easily navigate the services offered. The newly-named international business will

operate closely with Dentsu's core in its Japan headquarters and brings together a staff of over 66,000 in more than 145 markets.

Earlier this year, DAN went through a round of cost-cutting measures and, over the summer, released its EEOC diversity statistics with employees. On the latter, DAN's Americas CEO Jacki Kelley noted that "just striving for inclusivity isn't enough to achieve meaningful change, we must also be actively anti-racist" as she outlined the network's plans for a more equitable workplace.

Dentsu International's branding will launch later in the year.

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