Marcoms M&A—Get Ready for Another Record-Breaking Year

With 2021 reported as a record-setting year for merger and acquisition (M&A) deal volumes in the marcoms sector globally, it looks like the year ahead is set to be more of the same—another year of big business awaits. And the year has begun in earnest as already in the first two weeks of 2022 we have seen media agency Goodstuff Communications acquired by Stagwell Group and a move to takeover M&C Saatchi.

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