

S4 Capital Merges Content Practice With Circus Marketing, One of Adweek's Fastest Growing Agencies

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S4 Capital's content practice has expanded with the addition of data-driven content agency Circus Marketing.

Martin Sorrell's digital advertising and marketing services company is merging its content practice with the Mexico City-based digital agency, which also strengthens its presence in the Latin American region. Named one of Adweek's Fastest Growing Agencies of 2019, Circus Marketing will reportedly bring in projected revenues of \$38 million and gross profit of \$20 million. Consideration for the deal was just over half in cash and the remainder in S4Capital shares, according to a press release.

Circus was formed in 2005 by CEO Bruno Lambertini, COO Ignacio Liaudat and director general Luis Alonso. Since its inception, the agency has expanded to a team of 350 professionals across eight locations in Mexico, Argentina, Brazil, Chile, Colombia, Costa Rica, Los Angeles and Spain. The agency counts Facebook, Google, Netflix, Spotify and Uber among its clients.

"Bruno Lambertini, Ignacio Liaudat and Luis Alonso and their colleagues at Circus share our vision of focusing on purely digital content, unencumbered by analogue baggage," Sorrell said in a statement. "Circus also embraces our data-driven holy trinity model and embodies faster, better, cheaper or

speed, quality and value. They are buying into our unitary model, combining seamlessly with our content and programmatic practices.”

“Our culture is defined by diversity and the varied expertise of our team, and I am confident this merger will enrich our community even more, enabling us to bring our unique point-of-view on creativity to the world,” Lambertini added. “We believe in ‘emotions driven by data’ and by bringing our talents, expertise and networks into the S4Capital family, we’re building a solid framework for the new era of advertising.”

The move follows S4 Capital’s digital creative production studio MediaMonks merging with digital agency Firewood last October, and programmatic unit MightyHive adding ConversionWorks and Datalicious Korea later that month.

“Beginning the new year with a curtain raiser, Circus joining MediaMonks and the S4Capital team is something I’m immensely proud of,” MediaMonks founder Wesley ter Haar said in a statement. “We’re also looking forward to expanding our focus and footprint in Latin America and beyond, with 350 of the best creatives and content developers for modern brands in the Spanish- and Portuguese-speaking world, with a client list to prove it.

“Having a group of self-proclaimed misfits like Circus join the family proves once again that we’re building the biggest and best tent in the industry for talent.”

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