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Aegis Media boosts Nordics sponsorship and experiential offer with acquisition of JJP

Aegis Group plc ("Aegis"), the marketing communications group, today announces the acquisition of Jämterud, Jiffer & Partners ("JJP") in Sweden. JJP has gross assets of 0.1m SEK.

JJP is a sponsorship and experiential marketing ("SEM") business, specialising in events, installations, rights and sponsorship. It will join Promovator and Eksekvator in Denmark and Creo in Norway to form Aegis Media's SEM offering in the Nordics, complementing existing strengths in media, out-of-home and digital. This is in line with Aegis Media's strategy of building a global sponsorship and experiential network, developing capability in a field where we already have 500 specialists around the world.

Commenting on the acquisition, Robert Lerwill, ceo of Aegis, said:
"We're seeing an increasing demand for sponsorship and experiential expertise as part of the wider marketing brief. Our existing skills sit within a number of different regions and we are working to turn this into a global network of specialists to complement Carat, Vizeum, Posterscope and Isobar. JJP is a high-quality business with an excellent chemistry fit, giving us a valuable presence in Sweden moving forward."

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