



Situation

Flip is the leading digital agency in the Middle East, headquartered in Dubai, with offices across the Middle East and in India.

For over 8 years, the company has been at the leading edge of digital marketing communications for major Gulf based and international clients, with over 100 staff in four offices.

No other digital agency in the region has grown as quickly or delivers such comprehensive digital services.

Opportunity

The shareholders believed that the maturing of the Middle East markets in the digital sector and strong growth of the agency could be leveraged further by partnering with an international network that would provide access to additional markets and major international brands.

At the same time the optimum partner would offer a strong cultural and strategic fit and provide opportunities for the ongoing development of the Flip business and its senior management team.

Outcome

Results identified a number of potential partners who could meet the shareholders' objectives.

Publicis Groupe was chosen for the strong strategic and cultural fit between Flip and Leo Burnett Middle East, one of the region's most creative agencies.

As part of Leo Burnett, Flip will provide the core digital expertise across the region to enhance the delivery of fully integrated campaigns to the combined Flip and Leo Burnett client roster.

Comments on the transaction from Martin Diessner - Co-Founder Flip Media:

We chose Results International due to its impressive list of relationships on a global scale, and the success stories behind many acquisitions in the marcom sector.

The Results team managed the handholding during the entire process in a very professional manner, and despite a long road we actually enjoyed the process with them and are delighted about the outcome.

Results is a very experienced M&A partner to have on board and we wish them further success in the Middle East and beyond with hopefully many more success stories to come.