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## KETCHUM AND PLEON TO MERGE



The Ketchum and Pleon public relations firms will merge. Both are part of the Omnicom Group. The new entity, to be called Ketchum (Ketchum Pleon in the United Kingdom), will employ 2,000 people in 103 offices across 66 nations. Ketchum CEO Raymond Kotcher will run the new group from New York, and Pleon CEO Timo Sieg will run agency operations in Europe from Dusseldorf, Germany. Ketchum is a global public relations firm, and one of the largest public relations firms in the world and the United States. Founded in 1923, Ketchum has 23 offices and 46 affiliates and associations in North America, Europe, Asia Pacific, and Latin America. Pleon is a Europe-based public relations and communications consultancy. It is part of the Brodeur Pleon Worldwide network and a subsidiary of BBDO Worldwide.

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