

## ESSENCE DIGITAL RECENT ACQUISITION



Essence Digital has recently made an announcement about its new acquisition with the Black Bag Advertising agency, which is based in the area of San Francisco. The acquisition was a strategic move for Essence Digital, especially since they have plans for growth and expansion in the United States. Essence Digital has, for quite some time now, had the desire to start committing to its client in the United States more deeply than they once did. They are looking to expand the New York operation and make it more successful than it currently is at this point in time. It is believed that this acquisition will help Essence Digital with the expansion of its clients around the United States. The Chief Executive Officer for Essence Digital, Matt Isaacs, said, "Expansion in the U.S. is critical to our growth strategy and we expect this acquisition to be the first of a number." He also said, "The fit between Essence Digital and Black Bag Advertising is perfect; we share the same insight and innovation-driven approach to client work, as well as the same cultural ethos. We are excited about what our combined skills and experience will enable us to achieve in the future." Essence Digital currently has several clients that are located in the Bay Area which means that having the company arrive on the West Coast would be a fantastic idea, especially for the company to grow and expand in the way that it wants. Some of the clients that the digital shop currently has include Google, Expedia, and eBay. There are also various global clients. Essence is known for being an expert when it comes to providing data and technology which is how it became a leader in Europe. The company was first founded in London several years ago, back in 2005. Richard Mooney, the Managing Director for Essence Digital in North America, has said, "I am extremely excited to be welcoming Eric and his team to Essence." He also said, "Over the years they have built a fantastic digital offering and delivered great results for their clients. I am looking forward to working with them to further build Essence Digital's North American presence and position." Black Bag Advertising is a media agency that provides analytics and series of results. The agency was first founded back in 2004 by Eric Yang as a way of helping to provide clients with media strategies, management for their campaigns, and much more. Yang has said, "We have always aspired to take our approach beyond the U.S. and becoming part of Essence Digital will enable us to fulfill this ambition." He also said, "The team at Essence is pushing boundaries in the digital advertising space, working with some of the world's most exciting companies in Google, eBay, Ancestry, and eHarmony, and we cannot wait to play our part in driving the agency's continued growth."

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