

## **Burson-Marsteller and Hill+Knowlton Strategies merge under new name in the Danish market**

**Two of the world's leading communication agencies joined forces in March. The merged company is called Halo. agency.**

*Copenhagen, September 27, 2017* – The merger of the two WPP agencies in the Danish market is completed as of September 1<sup>st</sup> 2017 with the reveal of the new joint agency, Halo. agency. CEO Nikolaj Buchardt reveals the great ambitions behind the WPP fusion:

*"Our goal is to be an integral part of the largest communication agencies in Denmark – and preferably inch our way even closer to the top within a short period of time. There is no doubt that we want to influence the Danish market and that we see it as our main market. Nevertheless, as part of Burson-Marsteller and Hill+Knowlton Strategies, we still keep our global network, which our customers can benefit from,"* says Nikolaj Buchardt.

### **Behavior is business**

The core of Halo is to help Danish organizations build a stronger foundation in an increasingly more unstable market, whether their goal is to sell goods, finding the right employees or improving their reputation. As one of a select few agencies in the Danish market, Halo's consultancy spans from advice on strategy and how behavioral psychology can target audiences to the development and implementation of creative concepts across channels.

Even before the merger, the agency experienced growth both from Danish and international customers, especially within solutions based on in-depth knowledge of human behavior. To further strengthen the agency in this area, Halo has also employed Jakob Rachmanski, who has a MA in Philosophy and has previously worked as a behavioral specialist. He is also affiliated with the Copenhagen Institute for Futures Studies and has written several books on behavioral psychology.

### **Global network and local presence**

The basic idea of Halo is that both the demand and execution of general communication advice has become a more complex size. The merger will exploit the synergy of the two agencies that the overall insight can trigger. Nikolaj Buchardt has following to say about the new agency:

*"With Halo, we have created a new and exciting Danish agency that has a global network based on solid experience, where the entire value chain is represented. The connection to both our international and Nordic networks does not disappear, which gives us the opportunity to draw on capacities from all over the world when strategic solutions are to be devised."*

**For more information:**

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**About Halo. agency**

Halo is a merger between two of the world's largest and most successful communication agencies: Burson-Marsteller and Hill+Knowlton Strategies. We are on a mission to build brands, move minds, shape attitudes and help companies regain relevance in an increasingly complex market. Our solutions are based on a deep knowledge within strategic behavioral psychology combined with well-known communication methods, and we develop concepts for all platforms: public relations; online engagement; marketing; public affairs; digital strategies, campaigns and neuro-science.

We continue to represent Hill+Knowlton Strategies and Burson Marsteller in the Danish market, but will be part of the major global network with more than 4,500 employees in 180 offices spread across 100 countries and six continents.

Find us at [www.haloagency.dk](http://www.haloagency.dk)