

# Publicis to acquire The Creative Counsel for a massive 'R1bn'



By [Stuart Thomas](#)

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Memeburn has it on good authority that French mega agency Publicis is on the verge of securing a deal that will see it acquire The Creative Counsel for a rumoured R1-billion, making it one of South Africa's biggest ever agency acquisitions...



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According to a number of industry sources, the deal has been in the works for some time now. Despite rumours that there were a number of rocky patches during negotiations, Memeburn now understands that the Competition Commission is sending out emails to people within the industry to sound out their views on the potential buyout.

Memeburn has approached The Creative Counsel for comment and will update the story accordingly.

Continue reading the [full article here](#).

## ABOUT STUART THOMAS

Stuart abandoned what was beginning to look like a long, quiet career in academia for the frenetic world of tech journalism. Currently heading up the Memeburn team, he likes to run in his downtime. He won an award once. It now sits on his desk.

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