

Chime provides its mid-year update for the 26 week period ended 30 June 2016.

Key Highlights Include:

In line with our strategy we have expended our operations into new sports, new areas of operations and new geographies. Our international focus has been on growth in North America. Key highlights for the first half of the year include:

In February, we acquired JHE Productions, a US live event activation agency. The acquisition complements and expands the Group's existing capabilities, simultaneously opening up group-wide opportunities for CSM clients and prospects in the North American sport and entertainment marketplace. JHE's capabilities include event services, operations, production and creative services and the company is growing its client roster in the musical entertainment and corporate production market. Headquartered in Charlotte, North Carolina, the company has a strong portfolio of clients including Fortune 500 companies, professional sports entities and entertainment organisations across the United States and Canada. It operates across a variety of sports ranging from the NFL and NBA to NASCAR, IndyCar and college sports, working with major broadcasters such as Fox and NBC.

Good Relations launched Good Broadcast, a boutique consultancy to sit within the agency delivering integrated broadcast media solutions for new and existing clients. The new offering is led by broadcast consultant Phil Caplin. With over 15 years' experience running broadcast agencies in the UK, Caplin – who joins from Sound Creative, part of the Markettiers Group – has experience working on a host of big name brands including GSK, Nationwide and Michelin. Good Broadcast will work on standalone broadcast projects with a multitude of clients (and not just those retained by VCCP Partnership) to deliver innovative solutions and stand out results. The consultancy will provide brands with a range of solutions to truly integrate their content across all platforms, including broadcast interviews, podcasts, video news releases, live streamed content and competitions.

In April, Alibaba Sports Group, Alisports, and CSM entered into a partnership to develop and run a range of global sport properties and develop mass participation events across China. With the goal of China's President Xi Jinping to turn the country into a "great sports nation", creating an industry worth Rmb5tn (\$760bn) by 2025, the two organisations are working together to develop a number of sports programmes and properties for elite sport and grassroots sport participation. The partnership brings together two global powerhouses with very different skills sets but the single ambition of expanding the appeal and participation in sport across China. Alisports' depth and breadth of knowledge of e-commerce and internet-based technologies is an ideal fit with CSM's expertise and experience in all sports from creation and inception to execution and engagement. This partnership will deliver some exciting and innovative sport programmes and events to millions of fans across China.

Jon Boardman, the former Business Director & Partner at VCCP, launched creative agency Snap London. Snap London launched with Purplebricks as its founding client, following a competitive pitch for the £10m account. This new venture sits within the same family as VCCP and will incorporate the Chime agency Big Eyes and their clients, including Vitality Health and Black Farmer.



In May, OPEN Health acquired Choice Healthcare Solutions (“CHS”) adding world-leading global publication planning to OPEN’s growing portfolio. The move strengthens the international offering of OPEN Health, extending its reach across key markets, from London to Chicago and Dubai. Currently one of Europe’s largest healthcare communications groups, OPEN Health’s 230-strong team is now be joined by an additional 40 experienced professionals from CHS. Following the acquisition CHS rebranded under the Open Health Medical Communications agency Succinct.

VCCP announced the acquisition of San Francisco-based MUH-TAY-ZIK| HOF-FER, putting the spotlight on the integrated creative agencies banding together to form an international challenger network. Both agencies have always focused on working with challenger brands and share creative and business objectives that will be amplified into greater global opportunities thanks to the deal – forming a “Challenger Network for Challenger Brands.” VCCP, with offices in London, Berlin, Madrid, Prague and Sydney, has been looking to expand and develop a U.S. presence for several years and the timing of the deal perfectly coincides with MUH-TAY-ZIK | HOF-FER’s rapid growth, high-profile account wins, and plans to open an NYC office in the coming months.