# Marketing agencies thrive through creativity and resilience



The marketing landscape remains vibrant with accounts of agencies making bold decisions that have defined their trajectories. Recent insights shared by members of The Drum Network reflect a collective penchant for creativity and resilience as they recount significant moments of innovation and risk-taking.

Ben Fathers, managing director of Together Agency, recounted a critical juncture when the agency was acquired by the MMR Group just a day before the first Covid-19 lockdown in March 2022. Despite the palpable uncertainty surrounding the pandemic, the acquisition proceeded with a celebratory atmosphere, marked by champagne toasts. Fathers noted, "Many private equity firms might have pulled out, but what stood out to me was our collective commitment to the business and its owners." The agency swiftly integrated into the group, creating an agile work environment that fostered new relationships and opened doors to fresh markets. Fathers highlighted that this experience ultimately exemplified collaboration in the face of adversity, describing it as "a uniquely rewarding and unforgettable experience."

Ronan Traynor, founder and CEO of Verve, shared his agency's significant turning point in 2022. As Verve marked its 30th anniversary, Traynor faced the challenge of maintaining the agency's independence and unique culture while considering an invitation to join The Opus Group. He said, "Wouldn’t you know, we pulled it off, and things have been going great." The outcome has been a successful expansion into a global arena, utilising fresh creative talent and strategic partnerships.

Maira Genovese, founder and CEO of MG Empower, detailed the complexities of reacquiring her agency in 2023 after it had been sold to a US-based company in 2021. Following the parent company's financial challenges, Genovese successfully negotiated to regain control of her agency. In 2024, MG Empower was re-established under the DXG Group after securing retention for both teams and clients. Genovese depicted these developments as a testament to the agency's resilience and dedication to client excellence, emphasising that the firm managed to thrive even as many in the industry faced significant challenges.

Damian Ferrar, global innovation director at Jack Morton Worldwide, highlighted a pivotal moment in their history with the launch of Jack X, a distributed innovation practice focused on redefining brand experiences. Through this initiative, the agency has explored technology-driven experiences, including immersive activations in gaming and AI-powered engagements. Ferrar stated that this endeavour has spurred growth and the formation of specialised practices, signifying the agency's adaptability in a rapidly changing marketing climate.

Emma Beckmann, chief growth officer at Landor, reflected on the agency's long history of innovation, tracing its origins back over 80 years to its founding on a disused ferry in San Francisco. Landor has successfully navigated its evolution by integrating capabilities through a series of acquisitions, which have enhanced its reputation and reach within the branding sector. Beckmann underscored that these milestones are rooted in a commitment to maintain a unified global culture while meeting client needs, an approach that has propelled Landor's influence in the industry.

These anecdotes from various marketing professionals illustrate the dynamic nature of the industry, as agencies embrace risks and cultivate opportunities through collaboration and innovation during periods of uncertainty.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.research-live.com/article/news/mmr-acquires-together/id/5066982> - This URL supports the claim about MMR Group acquiring Together, highlighting their shared values and the expansion of MMR's services. However, it notes the acquisition occurred in March 2020, not 2022.
* <https://www.mandaadvisory.com/mmr-acquires-creative-digital-communications-agency-together/> - This URL further corroborates the acquisition of Together by MMR Group, emphasizing the strategic benefits and growth opportunities for both parties.
* <https://www.thedrum.com/news/2022/03/10/verve-celebrates-30-years-independence-and-expansion> - Unfortunately, this specific URL is not available in the search results. However, it would typically support Ronan Traynor's account of Verve's anniversary and expansion.
* <https://www.noahwire.com> - This URL is the source of the original article but does not provide specific corroboration for individual claims beyond the narrative itself.
* <https://www.landor.com/about> - This URL would typically provide background information on Landor's history and evolution, supporting Emma Beckmann's reflections on the agency's long history of innovation.