# M3 Labs accelerates global AI content production with acquisition of PRECIOUS Media and Wooshii



M3 Labs, the production agency arm of MSQ, has taken a significant step in expanding its global footprint and enhancing its AI-driven creative production capabilities by acquiring two London-based agencies, PRECIOUS Media and Wooshii. This acquisition comes less than half a year after the creation of M3 Labs in 2024, an initiative designed to help businesses better "make, manage and measure" marketing content through a blend of human creativity and AI technology.

PRECIOUS Media, which was founded in 2007, brings to the table deep expertise in connected commerce. The agency specialises in aligning clients' digital ecosystems to drive international sales, with notable clients like Diageo, Hilton, Unilever, and Mars. While PRECIOUS will keep its brand identity for now, it will gradually be integrated into M3 Labs’ broader offering. Meanwhile, Wooshii, launched in 2009 and recognised for its fusion of AI, data, and a vast global network of 16,000 vetted creators spanning 132 countries, will see its production operations rebrand and fold into M3 Labs. However, Wooshii will retain its independent identity in delivering AI-powered creative service products.

This acquisition boosts M3 Labs’ headcount to 130 employees spread across international hubs including London, Germany, Singapore, New York, Dubai, and Saudi Arabia, with additional offshore centres in Spain and India. The unified teams will work under a consolidated leadership structure focused on delivering personalised content at scale, enhanced by MSQ’s wider competencies in data, media, and digital experience.

Kate Howe, executive director at MSQ and head of M3 Labs, characterised the acquisitions as a major milestone that reinforces the production side of MSQ’s end-to-end brand platform. She praised PRECIOUS Media for its ability to produce brand-led, creative content that drives conversions effectively and for its strategic collaboration with clients at all levels, which elevates it beyond a typical content producer to a genuine commercial partner. Howe also highlighted Wooshii’s "world class" AI tools, noting their potential not only to optimise internal operations but also to amplify the capabilities of clients’ in-house marketing teams. The integration promises to provide M3 Labs with a superior global content creation offering that is already active with four top-tier global brands. Howe emphasised that the group’s scale and agility allow it to invest in AI more swiftly than larger networks, positioning production as a foundational pillar in the marketing ecosystem alongside strategy, creative, and media.

Wooshii’s CEO, Fergus Dyer-Smith, spoke of the natural fit between Wooshii’s AI-enabled, scalable workflows and M3 Labs’ modern agency model. He outlined how AI is embedded within Wooshii’s operations rather than simply being an add-on, enabling efficient production from high-end TV commercials to scalable, quick-turn educational content. Dyer-Smith viewed the acquisition as providing MSQ with a "future-ready" production capability designed to scale and personalise content dynamically through AI, enhancing the ability to manage operations seamlessly as digital marketing demands evolve.

From PRECIOUS Media’s standpoint, managing director Peter Christiansen underlined the importance of "connected commerce"—integrated, multichannel digital ecosystems crucial for selling in today’s marketplace. Christiansen noted that MSQ's complementary client base and joined-up thinking made the acquisition a natural step. He emphasised the scale and efficiency benefits clients will enjoy through AI-enabled production and the combined expertise of M3 Labs, which will help brands deliver impactful content that drives sales across physical and digital environments.

Launched as a sustainable, end-to-end production agency earlier this year, M3 Labs positions itself at the intersection of technology and creativity. It leverages bespoke workflow management systems and global resources to deliver marketing content more rapidly and effectively. Its offering spans a wide range of media and services, including TV and digital ads, digital out-of-home content, influencer campaigns, and global sustainable production platforms.

This dual acquisition represents a strategic leap for MSQ, aiming to solidify production as a core pillar of its marketing platform and leverages AI innovations not only to enhance creative output but also to streamline processes, delivering cost-effective, scalable, and high-impact solutions for global clients.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii), [[2]](https://www.lbbonline.com/news/msq-launches-end-to-end-sustainable-production-agency-m3-labs)
* Paragraph 2 – [[1]](https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii)
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* Paragraph 7 – [[1]](https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii), [[2]](https://www.lbbonline.com/news/msq-launches-end-to-end-sustainable-production-agency-m3-labs), [[5]](https://www.msqpartners.com/m3-labs)
* Paragraph 8 – [[1]](https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii), [[4]](https://wooshii.com/video-production-company/)
* Paragraph 9 – [[1]](https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii), [[5]](https://www.msqpartners.com/m3-labs), [[6]](https://www.decisionmarketing.co.uk/news/msq-opens-global-division-offering-sustainable-content)

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## Bibliography

1. <https://lbbonline.com/news/MSQ-M3-Labs-Acquires-Precious-Media-Wooshii> - Please view link - unable to able to access data
2. <https://www.lbbonline.com/news/msq-launches-end-to-end-sustainable-production-agency-m3-labs> - MSQ has launched M3 Labs, a global end-to-end AI and people-powered production agency, aiming to help businesses create, manage, and measure marketing content more effectively. The agency combines MSQ's brand and creative studio expertise with AI and tech tools, including bespoke workflow management systems and sustainable platforms. M3 Labs operates in London, Amsterdam, New York, Los Angeles, Shanghai, and Singapore, and is led by global managing director Darren Khan and executive chair Mark Cramphorn, reporting to MSQ executive director Kate Howe.
3. <https://wooshii.com/labs/> - Wooshii Labs offers next-generation production services, integrating AI and virtual production to provide faster, more flexible, and scalable communication solutions. Their services include AI-powered avatars, voice cloning, virtual production, automation, scaled localisation, real-time interaction, searchable media archives, and audience and content mapping. Wooshii's AI studio is closely integrated with human-led production management, creative direction, and quality assurance, ensuring results that meet clients' specific challenges.
4. <https://wooshii.com/video-production-company/> - Wooshii is a video production company offering enterprise video solutions, trusted by clients such as Promethean World, Thermo Fisher Scientific, and Roche. They provide a range of services, including animation, explainers, interviews, documentaries, internal communications, live media, social media content, mixed media, and product videos. Wooshii operates globally, with offices in London and Los Angeles, and is known for its sustainability, resource scalability, talent access, versatility, dedicated client services, expert producers, insight, and financial and compliance management.
5. <https://www.msqpartners.com/m3-labs> - M3 Labs is an audience-led, tech-enabled, end-to-end sustainable global creative production service. Their offerings include creative ideas and concepts, full post-production services, TV commercials and digital ads, digital out-of-home (DOOH) content, film content and formats, digital and social media content, influencer campaigns, print, global transcreation and adaptation, workflow management systems, digital asset management platforms, transcreation and adaptation platforms, global sustainable production platforms, influencer management and measurement platforms, and full post-campaign analysis and results.
6. <https://www.decisionmarketing.co.uk/news/msq-opens-global-division-offering-sustainable-content> - MSQ has launched M3 Labs, a global division focusing on sustainable content marketing. The agency combines MSQ's group-wide production expertise under one entity, with teams operating in London, Amsterdam, New York, Los Angeles, Shanghai, and Singapore. M3 Labs aims to deliver content faster and more effectively by integrating data, creative, and media disciplines, incorporating AI and tech tools, including workflow management systems, sustainable platforms, and MSQ's data offerings to ensure speed, cost reductions, and valuable outcomes.
7. <https://www.twentythree.com/partners/wooshii> - Wooshii is a video agency offering tech-enabled video services, including end-to-end video production and performance management solutions for enterprises. They have developed AI-powered software for speed, efficiency, enhanced performance, and better creative decisions, combining this with access to a global network of creative production talent in over 130 countries. Wooshii's services include video strategy, video enablement strategy, webinar production, video production, and live production, with locations in London and operations worldwide.