

Levergy officially launches partnership with M&C Saatchi Sport & Entertainment Global Network

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Levergy, the 2017 Discovery Sport Industry Agency of the Year, officially launched its partnership with leading global agency M&C Saatchi Sport & Entertainment at a function held at the M&C Saatchi Johannesburg headquarters.



The launch comes off the back of a majority stake acquisition of Levergy by M&C Saatchi PLC, bringing together two sports industry leaders (M&C Saatchi Sport & Entertainment is the record five-time UK Agency of the Year as voted by the BT Sport Industry Awards, whilst Levergy recently took home a record nine awards at the 2017 Discovery Sport Industry Awards).

On the night, industry stakeholders, key media, clients and partners of the M&C Saatchi group were provided with a view of what the merger means for both Levergy's offering in Africa as well as how they will be integrated into the global M&C Saatchi Sport & Entertainment network.

Speaking at the event, M&C Saatchi Sport & Entertainment Global CEO, Steve Martin said, "The acquisition of Levergy continues our strategy of expanding M&C Saatchi's global sport and entertainment offering. Africa has some of the most vibrant and passionate sport and lifestyle markets in the world, which is why we firmly believe the South African sponsorship market is a logical next step in growing our global network. Levergy will not only enable us to tap into a South African market, but will offer us access to invaluable insights into the sport and entertainment landscape on the African continent. We have been long admirers of the Levergy team, their thinking and the work they produce for their clients. We are incredibly proud to have them join the M&C Saatchi Sport & Entertainment network and look forward to collaborating with them."

Levergy joins as the most recent representative of a network featuring offices in London, Berlin, Sydney, New York and Los Angeles. Levergy has offices in Johannesburg and Cape Town and features a broad network in Africa. Their client roster includes major local and international brands such as SuperSport, Audi, New Balance and DSTv.

“We are honoured to now be a part of what we firmly believe to be the leading sport and entertainment marketing network globally. We are looking forward to collaborating with the group, both in advancing the global offering with African know-how and in having access to global best practise case studies and insights - something which can only benefit us in creating the most impactful work possible for our clients. We are immensely excited at the prospect of what can be achieved together going forward,” added Clint Paterson, Levergy CEO.

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