

## **Zer, GroupM fuse expertise to provide digital marketing, agile solutions**

Turkish conglomerate Koç Group Company's Zer has combined its industrial and technological expertise with GroupM's global communications services to launch a new digital media agency. Ingage is set to service the growing demand for digital marketing and offer clients agile solutions.

The joint venture, fully backed by WPP and Koç Group, will provide strategy-led digital marketing services in Turkey.

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