

Accenture Interactive acquires Droga5

Accenture Interactive, the marketing arm of international consulting firm Accenture, has acquired the formerly independent creative agency Droga5 by buying out Endeavor's 49% stake.



Brian Whipple of Accenture Interactive and David Droga of Droga5. Image courtesy of Accenture Interactive.

According to [AdWeek](#), founder David Droga will retain his position as creative chairman.

[Fast Company](#) adds that this is easily the highest profile deal the ad industry has seen in recent memory, which will see all of Droga5's 500 employees across offices in New York and London become "a major creative cog in Accenture Interactive's massive \$8.5 billion digital customer experience and marketing services machine".

The incredible reality of staying relevant

Accenture Interactive CEO Brian Whipple explains: "We have bits and pieces of brand creative here in North America, but we didn't have the best... David [Droga] and his team are the best, hands down, and now we'll be adding that, which will just make our ability to make best-in-class experiences for clients – and communicate them to consumers – an incredible reality."

Droga5 is known for its award-winning work for the likes of Under Armour, with Droga himself having recently spoken at Design Indaba 2019.



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At Design Indaba, he told Ann Nurock:

“ *My main objective is staying relevant. And the only way to remain relevant is to take away the rear-view mirror and forget what you did in the past and think about what you're going to do today and in the future.* ”

Here's wishing them all the best for that future together.



#DesignIndaba2019: "Find the emotional connection in a pure, authentic way" - David Droga

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