



Ogier Lemman advises creative agency Connelly Partners on cross-border acquisition of Zoo Digital

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Ogier Lemman's Corporate team has advised Canadian creative agency Connelly Partners Integrated Europe Ltd on its acquisition of Dublin-based creative digital agency Zoo Digital Limited.

In a statement, Connelly Partners said the deal will see the combined teams' Irish workforce grow to 45 people, with plans to further expand.

The advisory team included partner Dominic Conlon, head of Corporate, and associate Aaron Kelly.

"We are delighted to have been able to assist Connelly Partners on this cross-border acquisition, which sees another North American business execute its strategic growth plans through Ireland. We wish Connelly Partners and Zoo Digital continued success," said Dominic.

Connelly Partners was first founded by Boston copywriter Steve Connelly in 2000 and established its European footprint by acquiring Stratagem iLabs in 2018. Its clients include Bus Éireann/Expressway, 123.ie, Shannon Airport, Audi Ireland, Gaelic Players Association, Defiant Water, Barnardo's and University of Limerick.

Zoo Digital, whose clients include Burger King, Red Bull, Electric Ireland, the Irish National Lottery and the iconic Abbey Theatre in Dublin, will operate as a sister company to Connelly Partners, maintaining its name and autonomy.

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