

2024
ANNUAL
REPORT



JANUARY 2024

Team Epiphany acquisition announced

ARound and Immersal forge partnership

MARCH 2024

Stagwell Marketing Cloud launches Unlock Surveys

Ad Age recognizes 72andSunny, Code and Theory, Colle McVoy, and Team Epiphany with A-List Awards

MAY 2024

Future of News hosts first summit with landmark U.S. News Advertising Study

Stagwell opens Chicago hub

Luxine Relations Publiques acquisition announced

JULY 2024

Business Traveller acquisition announced

BERA acquisition announced

LEADERS acquisition announced

Left Field Labs and Instrument join Code and Theory Network

NOVEMBER 2024

2024 US Presidential Election

Goodstuff Media Showcase

Stagwell activates at Web Summit with mainstage appearances in Lisbon

FEBRUARY 2024

Stagwell delivers standout work around Super Bowl LVIII

Risk and Reputation launches monthly webinars

Sidekick acquisition announced

What's Next Partners acquisition announced

APRIL 2024

Stagwell opens EMEA HQ in London

PROS acquisition announced

JUNE 2024

Stagwell hosts second annual SPORT BEACH at the Cannes Lions Festival of Creativity, collecting 14 Lion Awards and 2 Grand Prix

ARound launches Anywhere AR

Stagwell launches new AI-powered capabilities, built with Google Cloud

AUGUST 2024

Stagwell celebrates 3-year anniversary as public company

ARound unveils first-ever in-stadium experience in Major League Soccer with partners Minnesota United FC and Target

Consulum acquisition announced

Stagwell work features prominently in Paris Olympic Games

Stagwell agencies launch Just the Facts series with USAFacts

OCTOBER 2024

Mark Penn delivers keynote speech at ANA Masters of Marketing conference

Stagwell opens Toronto hub

Stagwell named Global Lead for creative campaigns and social content at Adobe

ARound and Los Angeles Rams partner with Princess Cruises and Uber Eats

Mark Penn presents global CEO survey at Future Investment Initiative (FII) 8th Edition 2024 Summit in Riyadh

DECEMBER 2024

UNICEPTA acquisition announced

Create. Group acquisition announced

