

## Press release

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### **Deloitte acquires Brandfirst** **Interactive marketing agency**

**Brussels, 1 February 2018**

Deloitte announces the acquisition of Brandfirst, an interactive marketing agency based in Evere, Belgium. The acquisition of Brandfirst will strengthen the position of Deloitte Digital, Deloitte's digital agency, as the digital leader in the market. By providing a full suite of digital services to its clients, Deloitte Digital helps shape the future of organisations, from the formalisation of the digital strategy to the implementation and optimization of the digital experience through the different channels of companies.

"Brandfirst is a perfect addition to Deloitte Digital," says Rolf Driesen, the Managing Partner of Consulting. "We see a growing trend towards *phygital*, the convergence of the physical and digital worlds. This acquisition will enable Deloitte to strengthen its expertise in interactive signage technologies and interface design. This acquisition will bolster Deloitte Digital's position as the leader in the market, capable of helping our clients to integrate the communication tools of tomorrow."

Brandfirst designs and develops interactive experiences based on innovative signage technologies and content management systems. "We are delighted to join Deloitte Digital, a world-class digital agency," confirms Philippe Delhez, Brandfirst CEO. "We believe technology should be intuitive and natural to use. The skills and resources available at Deloitte will enable us to continue to push our limits even more so as to offer innovative customer engagement solutions that optimize the consumer experience, whether in the digital or physical world. Together with the Deloitte Digital team we will bring the digital experience in stores and showrooms, but also in more traditional places like bank branches – wherever operations are being digitized but where the brand experience remains important."

Extending its phygital offer through interactive technologies and content management, is the next step in Deloitte Digital's journey. This acquisition will enable us to fulfil this ambition, while affording us an opportunity to step up the growth of this team. We want to make it grow within our European network and enable it to become a Centre of Excellence hosted here in Belgium," says Patrick Callewaert, Deloitte Technology Lead. "Dedicated to digital signage, it will very much complement our teams to bring about the digital transformation of our customers, in addition to such digital technologies as Salesforce, SAP, Apple and Adobe."



## **Deloitte in Belgium**

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