

Press release

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Deloitte Switzerland expands its digital and creative offering

The internationally renowned multi-disciplinary creative consultancy ACNE is opening a new office in Zurich, enabling Deloitte Switzerland to extensively broaden its offering to clients in Switzerland. Acquired by Deloitte in 2017, ACNE combines creative excellence with Deloitte's cutting-edge business insights. The Zurich office will strengthen the consultancy's Europe-wide network by bringing further local market expertise to Deloitte's clients in Switzerland and around the world.

Since its acquisition by Deloitte, ACNE has steadily expanded throughout Europe, opening offices in Amsterdam, Milan, Rome, Lisbon and Dublin. Deloitte acquired the creative consulting agency to meet its clients' needs for holistic solutions that combine creativity, technology and consulting. ACNE's past and present clients include IKEA, Netflix, Instagram, Maserati and UpLink. The Zurich office, which opened in the summer of 2022, is the newest addition to the ACNE family. "We are proud to bring ACNE to Switzerland," says Adam Stanford, Managing Partner Deloitte Consulting Switzerland. "Switzerland is a highly inspirational and innovative place and a fertile ground for a creative consultancy like ACNE. With its restless entrepreneurial spirit, ACNE will be a transformative force in the Swiss agency landscape and a powerful addition to Deloitte Switzerland's digital offering."

Broadening Deloitte's creative offering

As part of Deloitte, ACNE's core brand, communication and content services will help to increase the breadth and depth of expertise offered by the firm. With its bold and creative vision, ACNE will help to bring a full range of new services to Deloitte's Swiss clients. "ACNE plays an important role in Deloitte's move towards a full range of digital and creative services," Roger Lay, Partner Deloitte Digital in Switzerland explains. "Whether that be launching a new strategy, product, or service – our clients are increasingly looking for a partner with strong multi-disciplinary capabilities. By combining Deloitte's renowned strategy, process, data and technology expertise with Acne's exceptional creative experience, we will help to build stronger brands for the digital age."

Embracing the new

Thanks to its unique positioning at the intersection of industry and art, business and creativity, science and magical, the original and the transformative, ACNE creates brand experiences that deliver real impact and drive change. "I believe that for brands to make transformational change, which the world needs now more than ever, they need to look to innovation," explains Marcin Skucz, Executive Creative Director at ACNE. "They must embrace the new and original and create what has never been seen, heard or thought of before. ACNE's entrepreneurial spirit and cultural sixth sense build and reimagine modern brands through human stories."

About [ACNE](#)

ACNE, a Deloitte business, is a global creative consultancy for brand, communication and content. Integrating a brand consultancy, creative agency and production company with Deloitte's business and technology expertise, ACNE is a flexible and fast-moving creative partner to its clients. ACNE was founded in 1996 with the aim of creating its own brands and products, as well as those of its clients. This led to an entrepreneurial culture and offices in Stockholm, London, Berlin, Milan, Rome, Lisbon, Hamburg, Amsterdam, and Zurich. Today ACNE has 200 employees and a global network of partners who work for local and international clients such as Netflix, Instagram, Bulgari, Ikea, Byredo, Spotify, Sensai, UpLink, Pringles and Maserati.



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Deloitte Switzerland

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The information in this press release was correct at the time it was released.

