

SEOUL, South Korea, Sept. 24, 2013 /PRNewswire/ -- [Ketchum](#) , one of the world's leading communications firms, today announced that

[InComm Brodeur](#)

, one of the first indigenous agencies in the South Korean market, will join the Ketchum network. Known for providing strategic and integrated communication services to leading Korean and international clients across a variety of industries, including information technology, consumer technology, healthcare, financial services, public affairs and consumer, this merger will prove highly beneficial for Ketchum clients and prospects, many of which have business operations in the country. For InComm Brodeur, joining Ketchum will provide the resources needed to grow the business and provide its clients global solutions and a greater diversity of offerings from one of the top firms in the world. The firm will be rebranded as Ketchum, effective immediately.

As many companies begin planning their presence at the 2018 Olympics being held in South Korea

, InComm Brodeur will provide Ketchum clients with deep local market insight and expertise, as well as a professional, creative approach that complements the one taken by Ketchum.

This merger builds on Ketchum's significant expansion in the Asia-Pacific region in recent years, which includes moving to a

[majority position](#)

in its

Greater China

operations and establishing a leadership board there, as well as

[acquiring Sampark](#)

, a prominent agency in

India

with a broad national reach. Additionally, Ketchum has affiliates throughout the region in several countries of great importance to its clients, including

Australia

,
Singapore

,
Indonesia

,
Japan
and Pakistan.

"Like Ketchum, InComm places a high value on client relationships and delivering research- and insight-based creative solutions to help clients achieve the business results they seek," said [Rob Flaherty](#), senior partner and CEO of Ketchum. "This addition enhances our global offering and bolsters our communications presence in Asia, giving our clients added resources to seize opportunities and tackle their business challenges. We're thrilled to welcome our new colleagues to the Ketchum network and look forward to growing together."

Young Sohn, veteran leader and chairman of the InComm Brodeur board, retired this summer, leaving a strong legacy and a firm looking towards the future. Said Sohn, "Over the years, we have constantly strived to advance as a distinguished communication company and to help our clients achieve the business results they seek. It is with my full support that Ketchum steps into the business to help the agency grow as part of a global network and achieve its highest potential."

The South Korean firm is currently being led by a leadership team that includes Sally Cho, senior vice president, and Jeff Joo, vice president. Each will report into [Jon Higgins](#), senior partner and CEO, international, for Ketchum. The team will collaborate closely with Ketchum's Asia-Pacific network.

"When evaluating mergers and acquisitions, one of our key considerations is whether the firm shares the same values and is a good cultural fit. In this case, we both share a deep commitment to colleague development, creating an inspiring workplace and making a positive change in the world through a sincere commitment to social responsibility," said [Robert Lorfink](#), senior partner, president and chief operating officer of Ketchum.

Higgins said, "InComm is a pioneer in the South Korean market. We look forward to working in partnership to deliver break through work for our global clients operating in the region as well as for indigenous companies looking to expand beyond their borders."

About InComm Brodeur InComm Brodeur is a complete communications consulting firm providing various communication services including public relations, advertising, event management and online public relations and database marketing to help its clients achieve their business goals and increase their brand value. InComm Brodeur is especially strong at providing strategic and integrated communications services including reputation management, crisis/issues management, branding, positioning & messaging for corporations and organizations. InComm was established in 1993.

About Ketchum Ketchum is a leading global communications firm with operations in more than 70 countries across six continents. The winner of 11 Cannes Lions and an unprecedented three consecutive *PRWeek* Campaign of the Year Awards, Ketchum partners with clients to deliver strategic programming, game-changing creative and measurable results that build brands and reputations. For more information on Ketchum, a part of Diversified Agency Services, a division of Omnicom Group Inc., visit www.ketchum.com.

About Diversified Agency Services Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE: [OMC](http://www.omnicomgroup.com)) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc. Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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Ketchum Merges With South Korea-Based Firm InComm Brodeur

Written by Australian Business

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