



## ARRIVALS + DEPARTURES ACQUIRES MW360 MEDIA

Agency continues run of growth, onboarding long-time partner as Arrivals + Departures Media

Independent creative agency Arrivals + Departures (“A+D”) is proud to announce the acquisition of MW360 Media, a National media agency based out of Halifax, Nova Scotia. MW360 was founded by Margot Walsh in 2001 and has grown to become one of the most successful media shops in Atlantic Canada, offering best in class media services with clients across eight provinces. A+D has worked closely with MW360 across many businesses over the last decade and a strong working relationship has been established upon shared values.

“When thinking about the future and the best way to provide more value and opportunities for my clients and team, Arrivals + Departures was the clear best fit based on the mutual respect and shared culture and vision,” said Walsh. “Our teams already work seamlessly together and their plans for bringing creative and media together were completely aligned with mine. After building MW360 for over twenty years I’m so excited to be a part of the A+D Team and all the benefits that come with that level of scale, for both clients and staff.”

The full MW360 team of thirteen have moved into the A+D office on the Waterfront in Halifax. In addition to their shared client base, which includes Tourism PEI, Efficiency Nova Scotia, Canadian Museum of Human Rights, Nova Scotia Community College, Shannex and Workers Compensation Board Nova Scotia, MW360 also has valued partnerships with clients including Cohen’s Home Furnishings, O’Regan’s Automotive Group, Royal Winnipeg Ballet, Saskatchewan Union of Nurses, SOS Children’s Villages, Wedgwood Insurance and Irving Oil. MW360 will be rebranded to Arrivals + Departures Media (“A+D Media”).



Jennifer Sutherland (VP, Client Services in Halifax) will be leading the integration of the new services across the agency. Sutherland recently celebrated a decade of service at A+D and spent five years working in media prior to that.

“We’re ecstatic to be able to welcome the MW360 team to our shop and to have the opportunity to both build new relationships and expand upon existing ones with clients that have worked with Margot and their team over the years,” said Martin Delaney, Partner, President & Chief Strategist in Halifax. “We have so much respect for what Margot has built and know that having a fully integrated offering will help to further strengthen our creative product. To have Jennifer working closely with Margot and the team will set us up for success by ensuring a best-in-class onboarding and integration within the agency.”

This is the third acquisition for A+D in just over five years, following Blammo Worldwide and BlueBand Digital which contributed to the rapid growth of their Toronto office. “We’ve really been focused on expanding our bench strength and broadening our services in both markets to really be able to compete with anyone Nationally,” said Daniel Tolensky, Partner, CFO + COO. “Pre-Covid we were just under 50 people strong and the addition of the MW360 team now puts us over 80. As the world has evolved, we’ve worked hard to put our people first in everything that we’re building and that’s really resonated. We’re thrilled to be able to add such a deep and talented media team to our agency.”