

## BDO appoints The Looking Glass, Alphabet Soup

BDO South Africa has appointed The Looking Glass and Alphabet Soup to launch their first local advertising campaign in line with BDO's merger with Grant Thornton Johannesburg.

The Looking Glass specialises in the development and management of brand experience, while Alphabet Soup specialises in all areas of media strategy, planning and buying.



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The integration of Grant Thornton into BDO will create the largest mid-tier accounting firm in South Africa positioning the firm as a credible alternative to the four largest accounting firms in South Africa. Once the restructure is concluded, the firm will consist of 1,500 staff operating within South Africa.

"For both firms, the pooling of resources will ensure a stronger team to take BDO South Africa to a far stronger position in South Africa. In addition, both firms believe there are opportunities to be leveraged from mandatory audit firm rotation, which comes into effect in 2023. The merged entity will be in a far stronger position to take advantage of the new audit environment and to provide the market with a solid alternative to the competition," says Ashley Truscott, head of marketing at BDO South Africa.

BDO's partnership with these agencies seeks to amplify its business strategies and enhance its client relationships.

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