

## Press release

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## Deloitte's creative agency ACNE expands into Belgium

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***The internationally renowned creative agency ACNE is opening an office in Brussels. Acquired by Deloitte(\*), ACNE combines creative and advertising skills with Deloitte's cutting-edge business insights and sustainable digital transformation power to help marketing leaders tackle their most complex challenges. ACNE, which stands for "Ambition to Create New Expressions", will be led by Johan De Keulenaer who has been appointed as Managing Director.***

### **Bolstering Deloitte's creative offering**

With its bold and creative vision, ACNE will help to bring a full range of new competencies to Deloitte's clients in Belgium. By combining Deloitte's industry knowledge with the power of creativity, ACNE fully understands businesses and creates impactful advertising ideas that push the needle and move brands forward.

*"ACNE plays an important role in Deloitte's transition towards a full range of digital and creative services," says Rolf Driesen, CEO of Deloitte Belgium. "Creative consultancy is an essential part of imagining and delivering what is needed to respond to our clients' biggest growth challenges, whether related to launching a new strategy, product or service, or to any communication needs. Our clients are increasingly looking for a partner that combines industry knowledge and business impact with creative innovation. As the creative side of our business continues to expand to meet demand, it was important to launch ACNE in Belgium."*

### **Creativity as a force for sustainable growth**

The launch of ACNE Belgium will strengthen the agency's ACNE family network which is steadily expanding with offices in Amsterdam, Berlin, London, Lisbon, Milan, Rome, Dublin, Stockholm, Zurich, and the Middle East.

Deloitte appointed Johan De Keulenaer as Managing Director of ACNE Belgium. Johan brings more than 20 years of experience to Deloitte Belgium, having worked both in the consulting and agency side of the industry, leading large marketing transformations and integrated campaigns for international brands.

*"I believe that for brands to achieve transformational change, which the world needs now more than ever, they need to use creativity as a force for sustainable growth," explains Johan De Keulenaer. "We have a passion for creating what has never been seen, heard, or thought of before. The alchemy of the best brains in business with ACNE's cultural sixth sense and creativity will help solve new problems with new ideas. Boardrooms need to make more room for creativity as a force for sustainable growth(\*\*)."*

*"Today, businesses are building their foundations using both technology and creativity. Whether they're tackling inflation and margin pressure, dealing with the climate crisis or maintaining their competitive edge by undergoing a digital transformation, every industry is searching for new and creative ways, along with talented teams, to make big changes" adds Eric Callewaert, Managing Partner, Consulting at Deloitte Belgium.*

*"We are thrilled that Johan joined ACNE Belgium and brings his expertise to solve business problems with creative ideas that achieve the best possible outcomes for our clients. Not only does his experience speak for itself, but his entrepreneurial spirit and passion for creative thinking are crucial for success. ACNE will be a transformative force in the Belgian agency landscape and a powerful addition to Deloitte Belgium's digital and marketing offering," says Kathleen Peeters, Partner, Marketing & Commerce at Deloitte Belgium.*

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## Note to editors

\* On 15 August 2017, Deloitte LLP acquired all of the shares of ACNE AB and its subsidiaries. ACNE is a Deloitte business.

\*\* As noted in the 2022 [Creative Business Transformation](#) study, developed by Cannes Lions in partnership with [Deloitte Digital](#), there is a growing creativity gap through diminishing creative leadership in the C-suite and declining creativity skills among CMOs and their marketing talent. The next years may present an opportunity for individual brands to rise above the competition by making more room for creativity. Research shows that high-growth brands (defined as those with annual revenue growth of 10% or more) are more likely than their negative-growth peers to have the mindset and processes in place that allow creativity to flourish.

## About ACNE

ACNE is Deloitte's creative agency, with a fierce ambition to solve new problems with new ideas using cultural and business insights. Combined with the business and technology expertise of Deloitte Digital, ACNE is a flexible and fast-moving creative partner to CMOs and marketing leaders, supporting them in tackling their biggest challenges.

A network acting as one, ACNE has teams in Amsterdam, Brussels, Berlin, Lisbon, London, Milan, Rome, Stockholm, Zurich and the Middle East that work for local and international clients. ACNE's work has been globally recognised and led to numerous awards in prestigious shows such as Cannes Lions, D&AD, One Club, and New York Festivals. Some of ACNE's work has achieved "most viewed" status on YouTube and has been listed on Adweek's "best ads." ACNE stands for "Ambition to Create New Expressions".

[www.acnecreative.com](http://www.acnecreative.com)

[www.instagram.com/acne\\_family](https://www.instagram.com/acne_family)

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