Argyle completes merger with five other marketing and communications firms to create “super firm” Believeco:Partners

April 24, 2019

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On November 3, 2022, Argyle one of North America's largest independent communications consulting agencies, joined five other marketing, communications, and brand management firms from across Canada to form believeco:partners, an independent owner, operator and builder of the foremost partner-led marketing, communications and engagement agencies.

Alongside Argyle, which continues as a partner-led engagement, communication and reputation agency, clients will benefit from the services of believeco, a new full-service marketing agency. Argyle continues to be a proud partner in Castlemain, the leading advisory firm serving Indigenous nations, peoples and communities. Together, these partner-led businesses comprise more than 300 professionals with offices across North America.

With deep financial backing from its partners and investors, believeco:partners plans to acquire more independent companies that fit its values and vision.

BLG represented Argyle with a team led by Andrew Hennigar that included Jordan Kay, Jacqueline Yan, and Sean Muggah (Corporate); Danielle Lewchuk, Randy Morphy, Robert Biggar, Ben Hardwicke-Brown, Tamara Wong, Grace Pereira and Scott Gorski (Tax); Sarah Anne Fogarty and Cierra Martin (Paralegals); Eliot Escalona and Justice Tuccaro (Articling Students).

By

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