

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

April 24, 2019

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

[Thoburn](#)

Services

[Fintech](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

[**blg.com**](http://blg.com)

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2025 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.