

# 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](#)

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### 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

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