

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

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