

FILTR & QINGWA unite as new global agency group



A snapshot of the integrated team's new landscape

FILTR and QINGWA recently announced they're merging to form a new global agency network.

Operating across four locations (Singapore, Hong Kong, Paris & London), the 55-person strong group offers expertise in design, digital, production and marketing PR & communications for a range of clients performing in global consumer channels.

During the first phase of the integration process, both creative agencies will continue to work separately, with the only immediate cross-over taking place in Singapore – QINGWA Singapore will move into FILTR's new offices. An announcement on plans for the new integrated structure and brand will be made in due course.

Melanie Viquel, Olivier Grometto, Alex Cook, Nick Sutton, Keanai Seang and Lucy Hillyard are appointed as the Board of Directors. Grometto, Cook and Hillyard will be based in Singapore, Viquel in Hong Kong, Sutton in London and Seang in Paris.

"As a global family with Asian roots, fuelled by creativity and hard work, we are excited to join forces with FILTR and its partners, who share similar origins and values. This merge increases our service range, our geographic reach and our digital capabilities. It also brings together an amazing pool of designers, storyteller, and wonder makers.

We believe that becoming a more integrated business partner increases the value proposition to our clients and look forward to this new chapter in our collaboration," says Melanie Viquel and Olivier Grometto, Co-Owners of QINGWA GROUP.

"In the midst of a year that will be memorable for all the wrong reasons, this moment marks a hugely positive step for FILTR and QINGWA. From the commencement of our discussions with Melanie and Olivier, which began long before the rise of COVID-19, the two entities clicked.

We are on the same wavelength, our values and ambitions [align] and we all believe we are stronger together. The creation of a truly international team comprising 11 nationalities and spanning four locations allows us to draw on a huge pool of talent, skills and experience in our quest to deliver unforgettable experiences and tell captivating stories," adds Alex Cook and Nick Sutton, Co-Founders of FILTR.