

12 advertising upstarts that are challenging ad giants like WPP and Omnicom

Patrick Coffey May 14, 2021, 4:51 AM



Acceleration Community of Companies



Chairman and CEO Michael Nyman. Acceleration

Headcount: 200

Acquisitions: MKG, Pink Sparrow, Stripe Theory

Michael Nyman started Acceleration in 2018 because he saw traditional ad holding companies were struggling due to internal agency infighting.

Acceleration invests in or works with specialist companies to avoid this kind of rivalry, the former CEO of IPG-owned PR firm Rogers & Cowan PMK said. Its first acquisitions in 2019 were event marketing agencies MKG and Pink Sparrow; it later bought reputation monitoring firm Stripe Theory and formed partnerships with cannabis PR agency Trailblaze and Broken Road, the production studio behind "Mortal Kombat "

Nyman called Acceleration "the alternative to the alternative" and said it isn't looking to unseat companies like IPG, though it has come up against far larger networks in pitches.

While the company maintains a low profile, its principals' entertainment expertise has led to projects like The Weeknd's Super Bowl LV halftime show, big game ads for T-Mobile, and the launch of Martha Stewart's line of CBD products for pets.

Acceleration wants to develop its PR, ad-buying, and creative services and plans to invest in up to 15 companies in the \$10 million to \$50 million revenue range during its first five years.