

Only creative entrepreneurs expands to the Nordics by acquiring Danish agency Marketsquare

Copenhagen / Utrecht, November 18, 2025 – Only creative entrepreneurs expands to the Nordics with the acquisition of the Danish leading insight-driven advertising agency Marketsquare. This marks an important step in the company's transition from a Benelux player to a European leader in strategic communication. "After building a strong network of creative entrepreneurs in the Benelux, we are now scaling our model to the Nordics. Our ambition is to build a leading European communication network," says Frans de Vries, CEO of Only creative entrepreneurs.

From Benelux to Nordics

After creating a network of 17 communication agencies in the Benelux, Only is now entering the Nordics with the acquisition of Marketsquare. Since its founding in 1993, Marketsquare has grown into a leading advertising agency in Denmark, with a team of 45 consultants. By combining behavioral insights and creativity, Marketsquare enables organizations to engage citizens and customers in major societal transitions, from energy to mobility. The agency advises NGOs and service companies in building strong brand relationships by matching the client's business to their customers' behavior.

Jens Thrane-Møller, CEO Marketsquare: "What attracted us in Only is that they're building something rare: a European home-grown network of independent agencies working together rather than operating top-down. By joining the community, we gain access to complementary expertise across the Benelux while maintaining our identity and entrepreneurial spirit. This offers exciting possibilities for our clients and our team and at the same time Marketsquare will remain Marketsquare."

Frans de Vries, CEO Only creative entrepreneurs: "Our ambition is to build Europe's leading home-grown network in strategic communication connecting creative entrepreneurs all over Europe. We believe Europe needs its own strong, independent alternative. After building our network in the Benelux, expanding to the Nordics is a natural next step in our journey as there are strong similarities between the Nordics and Benelux in business culture and entrepreneurship, as well as pressing societal topics and client needs."

European growth acceleration

Only creative entrepreneurs now comprises more than 18 teams and 800 employees across the Netherlands, Belgium and Denmark. All teams fall under the umbrella of strategic communication, in which Only creative entrepreneurs defines 5 key domains: critical communication, ESG strategy and reporting, behavioral impact, purposeful branding and compliant and niche communication. Marketsquare fits seamlessly within Only's portfolio of purpose-driven agencies guiding organisations through complex societal challenges.

Frans de Vries, CEO Only creative entrepreneurs: “At Only we believe that true impact starts with people. That’s why we deliberately choose agencies with deep insight into human behaviour and strong capabilities in strategic creativity. Marketsquare excels in precisely these areas and is therefore a perfect fit for our network. We are very proud of this new chapter in the Only story. By entering the Nordics, we are taking a significant step towards the European network we are building. This shows that our model which is based on our network growing organically by adding complementary agencies that retain their own identity while benefiting of the whole, works and is scalable. And already, we are noticing synergies between our teams in the Benelux and the Nordics.”

Marketsquare’s management team remains unchanged. Jens Thrane-Møller continues as CEO, Camilla Flindt Hjælmhof as COO, and David Asmussen as Executive Creative Director. Together with Chair of the Board, Steen Halbye, they are now joining the Only holding company as shareholders.

About Only creative entrepreneurs

Only is a fast-growing network of strategic communications agencies with over 800 experts. We are organized into mid-sized, locally rooted, and complementary teams that operate through a shared-ownership and pooled-platform model, combining local agility with collective strength. Our expert teams partner with public- and private-sector organisations (including governmental and semi-governmental bodies) at the heart of Europe’s most significant societal transformations, in industries ranging from energy, mobility and manufacturing to professional services, healthcare and finance. We focus on high-stakes communication challenges such as behavioral change, critical communication, ESG strategy and (compliant) reporting, impactful branding and content.

www.onlygroup.nl

About Marketsquare

Marketsquare was founded in 1993 and in 2019 CEO Jens Thrane-Møller, COO Camilla Flindt Hjælmhof and investor Steen Halbye became owners via a management buyout. In 2022, Executive Creative Director David Asmussen joined the ownership group.

A full-service, cross-platform agency built on insight and driven by creativity, Marketsquare help brands find direction and stay the course, creating impactful and award-winning work for tier-1 clients that span from global to local, from retail to finance, from design to culture.

Focusing on long lasting client relationships and delivering on deep business understanding and ideas born from knowledge and brought to life through curiosity and craft, has been key to building Marketsquare's position as one of the leading Danish advertising agencies.

Marketsquare, with its 45 employees, is based in the centre of Copenhagen.

www.marketsquare.dk/en

For additional information

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