

amaze

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MERGER CREATES NEW AMAZE BRAND

Three Hasgrove owned businesses Connectpoint, Amaze Europe and Pavilion will merge to create a new marketing and technology company – Amaze plc with a combined turnover of close to £14m.

The new brand will be one of the top digital agencies in the UK and part of the biggest integrated marketing and communications group in the North West.

With creativity and technical innovation at its heart, the new Amaze will be perfectly placed to exploit the opportunities created in the rapidly changing digital world.

Each of the businesses will rebrand on 15 September 2008 and will share head office premises in the centre of Manchester.

Around two thirds of the staff will be based in the new office in a move scheduled for early autumn 2008. The remaining North West staff will have new offices nearer to Liverpool to provide a second Northern hub. The company also has offices in London and Brussels.

Amaze plc will continue to build on the creative, media and technical skills developed by the three companies. The service offering will extend from deep web-based business solutions, through to a full range of digital communications including online media buying and search.

While PR, brand consulting and advertising will remain a significant part of the core service offering, further products and services will be developed by the Amaze Innovation Team.

As one brand they will be able to offer a broader range of marketing and technology services to clients through shared knowledge, expertise across a number of key market sectors and management experience, backed by a long term track record.

Heads of the existing businesses will join the board as operational Managing Partners comprising; Nick Bradshaw (Connectpoint), Liane Grimshaw (Pavilion), Natalie Gross (Amaze), and Mike Johnstone (Amaze). Rod Hyde becomes Chief Executive alongside Paul Sanders, Finance Director and Peter Cookson.

A new Operations Director, Jonathan Copnell joins from Accenture, meanwhile Sandra McDowell, currently MD of Connectpoint PR will become Partner, in charge of Amaze PR.

Nick Bradshaw, Managing Partner comments: "This is a hugely exciting opportunity for us as the merger now creates one of the biggest, most robust marketing companies to emerge in the region in the last ten years.

"We operate in a maturing but high growth marketplace and we genuinely believe that by combining digital and business expertise with solid skills in traditional marketing services, we will be able to offer clients the rounded approach to marketing and technology that is vital in today's rapidly changing business landscape.

"Our goal is to be a leading pan-European company within 24 months and we have an ambitious growth strategy in place to achieve this."

The new company already boasts an impressive list of clients including The Cooperative Group, Greater London Authority, Lexus, Toyota Europe, Northern Rail, ODEON Cinemas and Siemens Enterprise Communications.

Amaze plans to support the merger with an ambitious acquisition plan initially focusing on major European markets.

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