



WRITTLE

BRANDED

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PRESS RELEASE – 17 April 2019

Magnet Harlequin Group relaunches as BRANDED, a new full-service agency group

Magnet Harlequin Group, the UK's leading integrated creative and graphics production group, has changed its name to BRANDED with immediate effect.

The rebrand comes after a two-year process during which the agencies within the group found better ways of working together. This is providing clients with benefits in quality, efficiency and effectiveness, and the name change to BRANDED acknowledges this new full-service offer.

BRANDED's organisation is centred on single client teams with a shared purpose, resource and workflow systems. The group's capabilities enable it to work with clients' businesses that range from a three-person-owned coffee shop in London, to the largest retailer in Europe, or the world's number one engine oil, adding value to brands and transforming their businesses.

BRANDED comprises nine agencies: Identica, GBC, Magnet Harlequin, MagLabs, Showcard, Studio4, Technik, Williams Murray Hamm, and WMHAdaptive. It is a group of branding, packaging, technology, marketing communication and implementation specialists. Clients choose the services and team they need, shaped precisely to their requirements.

BRANDED has revenues of c£50m with 450 employees around the world, including London, Berkhamsted, Bradford, Letchworth and Edinburgh in the UK, Chicago in the US, Gurgaon in India and Hong Kong in China.

Wybe Magermans, Managing Director of Williams Murray Hamm, and Jamie Richards, Business Development Director of Magnet Harlequin, join the Board of BRANDED with responsibility for further international expansion.

Alan Wright, Executive Chairman of Branded, said: "We are starting an important and exciting new chapter. I am delighted that this partnership has now been formalised in a new business proposition and a name that works and describes better what we do: BRANDED."

Note to Editors:

BRANDED Ltd is part of Writtle Holdings Ltd, a UK-centred marketing services group with an international client base. For further information, please contact Jamie Richards; jamie.richards@branded-agency.com

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