

WILLIAMS MURRAY HAMM AND IDENTICA JOIN

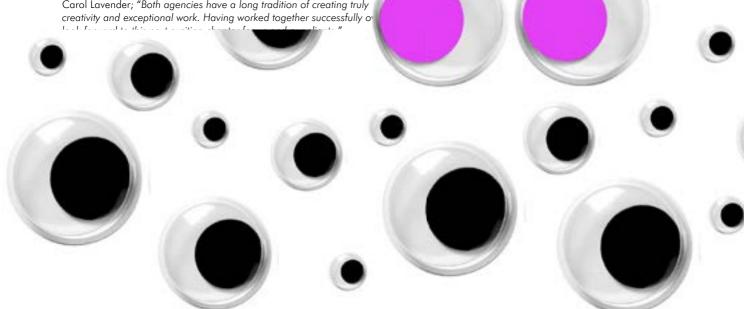
Williams Murray Hamm (WMH) and Identica, two iconic and respecte joining forces from 28th June 2021 to create WMH&I.

The combined agency will be jointly led by Carol Lavender as Managi Director, supported by Garrick Hamm as Creative Director and Chris

Both agencies are part of the Branded Group and for the past four year their complimentary areas of expertise to provide clients with increased communications and design ideas that build exceptional brands.

The highly successful WMHAdaptive team will be fully integrated within creative driving force within Branded.

Carol Lavender; "Both agencies have a long tradition of creating truly



Barclays, British Land, Castrol, Carlsberg, Coco de Mer, Fortnum & Mason, HONOR, Jamie Oliver, Lamb Weston, Network Rail, Pernod Ricard,

The agency has won over 350 awards for both design and commercial effectiveness. Gongs include Design Week 'No 1 for creativity' four times, DBA 'No 1 for effectiveness' four times, twice 'Agency of the Year', Creativepool No1 Branding Agency, Financial Times 'Top 50 businesses', Guardian 'Top 50 designers', Multiple Cannes Lions, D&AD Pencils, Clio's, Drum Awards, including a Grand Prix, Marketing Magazine Design, New York Festivals and Mobius awards.

About Identica:

Identica create, evolve and restore iconic brands. For over 25 years the agency has been famous for our brand strategy, design and production excellence. Its work is always developed in partnership with clients and is renowned for its diversity and depth, as well as its quality and craft in execution.

Identica works across a broad range of clients, from across the globe, ranging from luxury brands to FMCG, always with a focus on crafting a unique and compelling story behind the brand and bringing this to life through the brand identity and the many different touchpoints. Over the years, Identica is proud to have worked with international brands such as Universal, Nike, Aeroflot, Russian Standard, Johnnie Walker, Tesco, Post Office, Boots and Rail Delivery Group. More recently it has worked with Walmart, Kenwood, Clive Christian, Butlers, Waterford and Quintessential Brands.

About Branded Group:

BRANDED comprises seven agencies: FERO, GBC, Magnet Harlequin, MagLabs, Studio4, Technik and WMH&I. A dexterous mix of strategic, creative and production specialists with a wide range of skills. Clients choose the services and team they need, shaped precisely to their requirements.

BRANDED's organisation is centred around single client teams with a shared purpose, resource and workflow systems. The group's capabilities allow it to work with clients' businesses that run the gamut – 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 has revenues of c £50m with 450 employees across the globe, including London, Berkhamsted, Bradford, Letchworth and Edinburgh in the UK, Chicago in the US, Gurgaon in India and Hong Kong in China.

