



## WILLIAMS MURRAY HAMM AND IDENTICA JOIN FORCES IN A NEW CREATIVE AGENCY

Williams Murray Hamm (WMH) and Identica, two iconic and respected agencies in the world of branding, innovation and design, are joining forces from 28th June 2021 to create WMH&I.

The combined agency will be jointly led by Carol Lavender as Managing Director and Wybe Magermans as Growth & Development Director, supported by Garrick Hamm as Creative Director and Chris Cleaver as Strategy & Planning Director.

Both agencies are part of the Branded Group and for the past four years have been working ever closer together. WMH&I will combine their complimentary areas of expertise to provide clients with increased breadth and depth and deliver the widest range of branding, communications and design ideas that build exceptional brands.

The highly successful WMH Adaptive team will be fully integrated within the combined agency, and WMH&I will continue its role as the creative driving force within Branded.

*Carol Lavender: "Both agencies have a long tradition of creating truly iconic brands through the combination of groundbreaking creativity and exceptional work. Having worked together successfully over the past four years we are now cementing our relationship and look forward to this next exciting chapter for us and our clients."*

*Wybe Magermans: "It's a fusion of big ideas backed up with beautiful craft. There is so much that unites WMH and Identica – the only question is why we didn't do this sooner! Before co-founding WMH our Creative Director Garrick Hamm started his career as a junior designer with Michael Peters who went on to found Identica, and several of our team have worked at both WMH and Identica in the past"*

The new company will open its doors from 28th June and will be based at WMH's long time home in Dallington Street, London. Please contact us to find out more.

### **About WMH&I:**

WMH&I invents and reinvents exceptional brands.

We believe that business-as-usual stifles business growth. So, we build brands with a unique competitive advantage that break conventions and provoke powerful reactions.

Our method is ruthlessly simple. We search out a brand's core truth and express it through a creative idea that can be endlessly amplified - across communications, pack, store, and digital. With a relentless focus on differentiation, our award-winning work is characterised by purity of thought, outstanding creativity, and remarkable craft.

The result is exceptional brands that know what they stand for and proudly stand out from the crowd.

### **About Williams Murray Hamm:**

Founded in 1997, Williams Murray Hamm started as a packaging design agency known for big and bold ideas that create meaningful difference for brands. Over the past 24 years the agency evolved into a multidisciplinary branding agency creating comprehensive brand identities, communication campaigns, packaging design and moving image.

It has a long-standing history of cross-sector brand experience, working with multi-national corporations to SMEs. Past clients include Absolut Vodka, Arla, Barclays, British Land, Castrol, Carlsberg, Coco de Mer, Fortnum & Mason, HONOR, Jamie Oliver, Lamb Weston, Network Rail, Pernod Ricard, Sainsbury's, Tesco, Unilever and many more.

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.