

PROJECT SPLASH

An Exciting Opportunity to Acquire the Business of a Full-Service Marketing and Creative Agency

Opportunity

- Boutique marketing agency
- 18 Staff
- Long Established
- Large diverse client base
- Healthcare, Property, Education focus specialists

Key Highlights

- End - to End Services
- Multi skillset teams
- Blue chip client base
- Proven results for clients
- Nationwide clients
- Located Yorkshire

Brand Summary

- Ambitious, passionate team, known for delivering insightful and creative projects that get the desired results for their clients.

Key Skills

Digital Team

- Digital Strategy
- Google Ad-words, Display, Discovery, You tube
- Google Shopping
- SEO
- SEO Migration
- Email Marketing
- Remarketing
- Organic social media
- Paid social media
- UX
- Digital Audits
- Audience behaviour audits & social listening

Brand

- Brand objectives and vision
- Brand strategy
- Brand architecture
- Brand positioning
- Purpose proposition & promise
- Beliefs and behaviours

Creative

- Online and offline asset creation
- Video creation and editing
- Animation
- Creative concepts and design
- Creative rollout
- Artwork
- Exhibition, signage and large format design
- Vehicle livery
- Presentations
- Info-graphics
- Print organisation and management

Editorial

- Content creation
- Website copy
- Taglines, slogans and copywriting
- Journalism
- Case studies
- Award entries
- Employee engagement
- Interviewing
- Tone of voice
- Storyboarding and script writing
- Emails and newsletters creation

Knowledge

- Training - if we train others we have to be top of our game all the time. We have 4 arms to training:
- Gen W - where the younger members of the team work directly with universities to deliver lectures and the courses (offered FOC).
- Tuesday Wrap - Free Interactive skills workshops for anyone wanting to upskill - delivered by the digital team
- Paid for training to clients wanting to upskill internally
- Partners - Working with senior leaders and business owners to deliver for business growth

Expressions of Interest

- Interested parties will be required to sign a nondisclosure agreement (NDA) before further information is provided.
- Expressions of interest are required by 4pm Friday 8 March 2024 with completion as soon possible thereafter.

Financial Overview

Recent Profit & Loss			
£	To Dec 23 (4 months)	Year end Aug 23	Year end Aug 22
Turnover	253,048	980,366	812,000
Gross Profit/Loss	200,496	807,071	686,060
EBITDA	(61,244)	52,647	44,702

For Further Information

Further information is available upon completion and return of a Non-Disclosure Agreement (NDA), which is available on request. Enquires should be directed in the first instance to:

Name

E. richard.temple@eddisons.com

Important Notice

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