

Deal alert.



In brief:

Wilson Partners advised Waterland Private Equity on their investment into the merger of branding agency DesignStudio, immersive experience pioneers Pixel Artworks and motion design studio Analog as part of a new creative group, Further.

Sector:

Media and marketing.

Services provided:

Financial due diligence.

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Wendy McMillan, Partner at Waterland

Merging creativity

About the parties:

Offering a comprehensive suite of services spanning branding, content and experiences, Further's current clients include blue-chip, mid-market and government organisations diversified across tech, fashion and travel. The group will be headquartered in London, with additional offices in New York, Sydney and Dubai.

With Waterland's support, Further aims to add expertise across the creative value chain whilst scaling internationally. The group will be positioned advantageously to provide a more cohesive client experience, overcoming the industry pain points by combining brand, content and experiences, creating a differentiated proposition in the market.

All the Founders are committed to building Further together. Each will remain within the group, with Paul Stafford (Founder, DesignStudio) taking on the role of Group CEO.

Paul Stafford, Founder of DesignStudio, now appointed CEO of Further, said: "Analog, DesignStudio and Pixel Artworks are three award-winning agencies, each with a fierce reputation for excellence. By joining forces, we're amplifying our collective expertise and assembling world-class talent to push creativity further."

"Our goal from day one is to stay ahead of the curve in delivering innovative solutions for clients, fostering a space where creativity has no limits. We are delighted to be partnering with Waterland, which will help Further transform the way visionary creatives and ambitious brands work together, and that's incredibly exciting."

Wendy McMillan, Partner at Waterland, commented: "The merger of Analog, DesignStudio, and Pixel Artworks under Further is another positive growth story for this exciting sector. As brands increasingly seek novel and memorable avenues for customer engagement, Further stands ready to help more clients reach their goals with outstanding creative thinking. We are truly impressed with the businesses that the founders have built, and together with our buy-and-build expertise and international footprint, we look forward to driving global expansion and bringing this bolstered proposition to market."

"Analog, DesignStudio and Pixel Artworks together boast an impressive customer portfolio and have each proven their ability to deliver to the highest quality, building strong and defensible positions within their market. This merger and partnership with the experienced investors at Waterland represents an exciting new chapter, and one we are excited to see develop over the coming years. It was a pleasure supporting the team at Waterland on this transaction and we look forward to working with them again soon."

Tom Bradbury, Corporate Finance Director, Wilson Partners Ltd

