

## DCFL assists the sale of Brandpool to Loewy

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Devonshire Corporate Finance Limited (DCF) has assisted with the sale of innovatively-structured brand and marketing communications agency, Brandpool, to Loewy, a fast growing company of complementary marketing specialists.

According to Julian Powell, lead adviser on the transaction at DCF, "We assisted Brandpool in marketing its business to potential acquirers, which resulted in a number of options to consider. The deal with Loewy is ideal for both organisations. Loewy gains a genuinely innovative agency and Brandpool benefits from the increased infrastructure that comes from being part of the Loewy Group.

"Brandpool develops core brand strategies and campaigns internally and then, unlike most other marketing agencies, draws on an industry-wide talent pool to deliver a range of communications services. Brandpool will retain its autonomy within the Group while being able to draw on the talent and services on offer within Loewy. The transaction was dependant upon the demonstration of the value that the combined businesses would generate."

John McWilliams, Brandpool founder, Chairman and Creative Partner, commented, "This is a strategic alliance with a marketing group I greatly admire and respect. It allows us to continue with the Brandpool approach of developing big idea brand and marketing communications solutions and then bringing in specialist services to deliver 360-degree marcomms. As Brandpool continues to grow, joining up with Loewy means we can add depth to our service.

"DCF offered invaluable assistance in guiding us through the acquisition process. The transaction has enabled me to realise significant returns from the investment I have made in the business whilst allowing me to participate in future growth."

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