Brahm acquires leading digital agency Swamp.

Contributed by Brahm
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Leeds-based Swamp, one the UKâ€™s most successful digital agencies, has been acquired by Brahm for an undisclosed sum.Â This is the second acquisition by Brahm this year, which will see annual sales tip the Â£25 million mark and consolidate its position as one of the largest independent marketing communications agencies in the UK.

The acquired business, which employs 12 people, will consolidate with Brahmâ€™s existing digital business and will operate from Brahmâ€™s Headingley, Leeds, premises from 11th December. The combined business will operate as Swamp at Brahm, making it one of the largest online marketing agencies in the north of England.

Swampâ€™s existing clients - which include Heinz, Best Western, Glaxo Smith Kline and Umbro Global - will support Brahmâ€™ already strong client portfolio, which includes Mencap, Learndirect, British Council, Sage, UK Trade and Investment, Anglian Home Improvements and Persimmon.

Commenting on this latest development, Julie Hanson, joint managing director of Brahm, said: â€œSwamp has a fantastic reputation as one of the best online agencies in the UK, and its creative skills and enthusiasm made it a perfect partner for us. This move recognises the rapid growth of the digital sector and this acquisition will strengthen Brahmâ€™s position, making us one of the leading online marketing agencies in the North of England.â€•

Simon Wadsworth, director at Swamp, added:Â â€œWe have already achieved so much as an agency.Â Being part of Brahm gives us greater potential for growth, and provides our clients with access to additional services and resources.â€•

This development follows closely on the heels of Brahmâ€™s acquisition of Ad Workshop â€“ a specialist design and marketing agency to retail, tourist and leisure markets â€“ in September. This provides complementary skills and the ability to handle large projects and data heavy projects. It also marks a year of strategic growth for Brahm, which will see a 25% increase in sales and the number of employees grow to 185.

For further information about this story or Brahm news, please contact us.