

Creston Unlimited announces partnership agreement with Serviceplan Group

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Creston Unlimited, the marketing communications group, today announces its partnership agreement with the German-owned international marketing communications group Serviceplan Group (â€”Serviceplanâ€”™).

Founded in 1970, Serviceplan is the leading independent agency group in Europe with more than 30 office locations worldwide, including 16 in Europe. Global clients include: BMW, Continental, FedEx, Google, Johnson & Johnson, Lufthansa, Nokia, Reckitt Benckiser and WeightWatchers and across the Group the average client tenure is almost 7 years.

Creston Groupâ€”™s well-established UK and US presence which already derives one third of its revenue from international business, combined with Serviceplanâ€”™s European strength, will allow both businesses to broaden their international offer for clients through a trusted partner.

Creston Unlimited and Serviceplan have already successfully partnered together to win CRM assignments for Danone in Germany and the Middle East, and have worked together for a number of years on BMW Motorrad. Todayâ€”™s announcement cements this relationship which will see both companies referring clients to each other and jointly pitching for pan-European and US opportunities.

Barrie Brien, Crestonâ€”™s Group Chief Executive, commented: â€œI am delighted to have formalised our working partnership with Serviceplan. Having already jointly won and delivered international work together, I know there is an excellent professional and cultural fit between our two companies, and am confident that this agreement will be to the mutual benefit of our respective clients.â€•

Florian Haller, CEO of the Serviceplan Group, comments: "We have found the perfect partner in Creston Unlimited for this important expansion to Great Britain. An independent agency with a comparable agency structure and philosophy to Serviceplanâ€”™s Houses of Communication."