

Recent Transaction



CASE STUDY

Situation

FullSix is a fully integrated digital agency network headquartered in Paris with offices in France, Germany, Spain and Portugal and with a small office in London. The buyer was seeking a 'platform' company in the UK with complementary skills with which to merge its existing UK operation giving critical mass to its UK operations.

Opportunity

FullSix management believed that it was essential to have a strong representation in the UK market as a first priority before making further investments in its European network. The acquired business had to be a digital agency with a strong reputation and high levels of creativity. In this way, FullSix could leverage its excellent blue chip client list to generate new business in the UK market whilst exchanging skills and experience with its London based partner. Cultural compatibility was essential as was a shared vision of the future growth of the FullSix network.

Outcome

Results International prepared a long list of potential partners who could meet the objectives of FullSix and ultimately Grand Union was identified as having the right mix of management, skills and vision.

This partnership offered the management team at Grand Union an exciting growth opportunity. In turn, FullSix will provide a European platform within which Grand Union will be a key player. This will also help strengthen FullSix's market reach and expand its services to its key international clients. Results International carried out initial research, candidate interviews and coordinated the introductory meetings before it was agreed to proceed with the Grand Union acquisition. Results International also assisted in negotiations and coordination of the buy side process leading to the signing of the final sale agreement.