

Recent Transaction



a leading data driven CRM agency

has been acquired by

TANGENT
/PLC

an AIM listed Marketing Services Group

Results International Group
acted as corporate
finance advisor to Snowball



CASE STUDY

Situation

Founded in 2003, Snowball is a unique customer management agency successfully fusing data, analytics and creative in the luxury goods sector. Based in Richmond, the agency has planned and implemented global campaigns in both western and non-western character sets delivering high returns on investment for all their clients.

Opportunity

The management believed that the long term growth of the agency could be maximised by a strategic partnership giving access to a strong new business function and an opportunity to sell their skills to existing clients. Cultural compatibility and a consolidated vision for growth were essential elements in finding the right partner.

Outcome

Results International introduced Snowball to a number of potential partners who could meet the objectives of the shareholders. Tangent Communications plc, an aim listed direct and digital marketing group, was chosen as the preferred acquirer. This partnership offered the management team an exciting growth opportunity. In turn, Snowball will help strengthen Tangent's insight driven direct marketing operations.

Quote

Damian Bentley, Managing Director, Snowball said: "We chose to work with Results International based on their reputation and extensive experience in the sector and we were not disappointed. The process was a long one but Results' ability to understand our business and their vast network of potential suitors was invaluable. Their advice was well measured and clear at every stage and they were able to find both the right partner for us and negotiate a very satisfactory deal."