

Recent Transaction



monitor media
a solutions driven digital agency

has been acquired by

CACI

a leading provider of marketing solutions

Results International Group
acted as corporate
finance advisor to Monitor Media



CASE STUDY

Situation

Monitor Media is a solutions-driven digital agency specialising in advanced online applications, ecommerce websites and email marketing. Established in 1995 by Robert Simmons and Paul Trickey, Monitor Media maintains a passion for excellence and dedication to detail which has been demonstrated by its achievement of two 'Kitemarks'/ISO certifications. Current and past clients include Coca-Cola, Hasbro, Toshiba, Pizza Hut and BAA. More recently Monitor Media have become one of the leading digital players in the financial services industry, with clients such as Abbey, Royal Bank of Scotland, Aviva, Wesleyan and Allianz.

Opportunity

The senior management team believed that the long term growth of the agency could be maximised by a strategic partnership with an organisation which recognised the significant opportunities offered by consultancy, design and marketing services which would embrace digital marketing at the core of its operations on a global scale.

Outcome

Results International introduced Monitor Media to a number of potential partners, both digital specialists and integrated marketing groups, who could meet the objectives of both the shareholders and the senior management team. Results International secured interest from a number of potential acquirers. CACI was chosen as the preferred acquirer. Known for their global expertise in data and analytics, the acquisition of Monitor Media fits well with CACI's strategic plans to offer their clients a multi-channel marketing solution that combines both offline and online elements to help improve customer optimisation, retention and profitability. Monitor Media was acquired by CACI on the 31st October 2009 for an undisclosed consideration.

Quote

Robert Simmons, Managing Director, Monitor Media Ltd said: "Results International's reputation was already well known to us at the beginning of our search, and we were pleased to appoint them to find us the right partner. They are clearly well-connected and as such were able to give us a realistic view of our options and the likely outcome even very early on in the process. Their commitment and care was evident throughout and we are delighted to have now completed the transaction without any undue dramas."