

The birth of a new agency model

elmwood

**holmes&
marchant**

Introducing a global
design powerhouse for
the multi-platform age

Combining expertise in creating distinctive, dynamic brands with MSQ's digital content and distribution infrastructure



A truly global agency, bringing together equal strength in North America, Europe and Asia

4

INTERNATIONAL HUBS

200

BRILLIANT PEOPLE

370+

AWARDS

London
New York

Shanghai
Singapore

A rich heritage in strategic design and branded assets

Core Services

- Brand Strategy and Stewardship
- Brand Positioning
- NPD and Innovation
- Brand Identity and Architecture
- Brand and Content Creation
- Motion and Film
- Brand Out Comms

Sectors

- Direct to Consumer
- FMCG
- Finance
- Healthcare and Pharmaceutical
- Hospitality
- Media and Entertainment
- Professional Services
- Technology
- Travel
- Utilities

Some of our combined experience



Now infused with data, digital and tech capabilities to meet the needs of today's leading brands

Core features of the new agency

Global thinking,
locally relevant assets

Data driven,
insight inspired,
joined up approach

A heritage of creating
distinctive brand assets
for major global clients

Customer centric brand experiences connecting all content and commercial channels

Brand inspired
digital content for the multi-platform age

Creativity and effectiveness weaved into collective DNA

A complementary leadership team



Steve Gatfield
Executive Chairman



Paul Galesloot
CEO



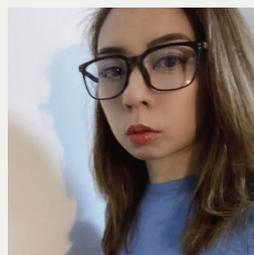
Sue Knowles
Managing Director
London



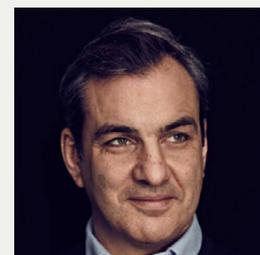
Nulty White
Managing Director
New York



Celeste Cheong
Managing Director
Singapore



Caroline So
Managing Director
Shanghai



Nick Gray
Chief Growth
Officer



Greg Taylor
Chief Provocation
Officer



Steve Drummond
Chief Strategy
Officer



Andrew Lawrence
Global Executive
Creative Director



Richard Stayte
Global Executive
Creative Director

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“Many global design agencies have strengths in particular geographies but not truly globally. The same has been true in the past of both Holmes & Marchant and Elmwood. What this acquisition does is bring together a marriage of equals to create a global design powerhouse. It’s a dynamic and exciting combination that has significant potential and furthers MSQ’s strategic aim of building multi-disciplinary agencies of scale in our four hubs.”

Peter Reid
MSQ Global CEO

“Elmwood shares the same ambition as Holmes & Marchant to be a key brand guardian for its clients in the development of powerful content that drives competitive advantage. The demand for content is outpacing supply. Brands truly need to stand out in a crowded marketplace. By combining forces, we’ve created a new agency model to help companies meet this demand and ensure their branded experiences are consistent and strategic across all channels. We have a solid platform of existing clients to further build this proposition and capitalise on cross-pollination opportunities for Elmwood and more broadly for MSQ.”

Paul Galesloot
CEO

“Elmwood and Holmes & Marchant are a perfect fit of complementary talents, geography and opportunity. This newly forged force in design gains further power from the capabilities embedded in MSQ that will further shape a uniquely relevant and contemporary approach to design as a critical part of the emerging landscape for brands new and old.”

Steve Gatfield
Executive Chairman