

## Verb Brands and DBD Media Announce official Merger

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Verb Brands, one of the UK's leading luxury specialist agencies today announced its completion of a merger with digital marketing agency DBD Media.

Verb Brands provides Digital Design, eCommerce Development, SEO, Social and Influencer Marketing to a growing roster of clients in the luxury, fashion and lifestyle sectors.

DBD Media, founded in 2000, was one of the first SEO and PPC agencies in London, and continues to specialise in Performance Marketing (PPC, Paid Social and Programmatic Display), SEO and Influencer Marketing for well-known brands, primarily in the hospitality, retail and fashion space. DBD is also owner of one of the UK's largest independent community of influencers, the [Bloggers' Lounge](#).

Following the merger, both agencies will form part of the wider Verb Brands group, but will continue to operate under their own brand names.

The Verb Brands group now stands at 50 employees and has further strengthened its niche focus on the luxury, hospitality and fashion sectors. The combined agency leadership team will be headed up by Chris Donnelly, who continues as Managing Director, with Ben Askins as Commercial Director and Warren Moore as Operations Director. Nigel Muir (previously Managing Director at DBD Media) has joined the Board of Verb Brands to focus on business development and the agency's proposition.

Over the last few years, both Verb and DBD's boards of directors noticed the growing demand for more integrated and joined up marketing programmes with big data, marketing automation, AI, behavior-led digital marketing and influencer marketing all coming together. The merger of DBD Media and Verb enables the company to capitalise on this trend, and deliver a market leading proposition encompassing state of the art eCommerce, immersive brand experiences and effective data-driven performance based digital campaigns.

In addition, the combination of Verb's Creative, Social and Influencer teams with DBD's Influencer team, and their [Bloggers' Lounge](#), creates an Influencer Marketing proposition that is at the forefront of what is one of the most significant and highest-growing trends in digital marketing.

Verb and DBD will be moving into new custom built offices in the next few months, to better enable cross-team integration, and to bring strategy, creative, digital build, innovation, and performance marketing all together under one roof. This move will provide both agencies' clients with all the benefits of high converting digital platforms, along with a core focus on search and customer acquisition.

**Chris Donnelly, Founder & Managing Director of Verb said:**

“We are excited to merge the two teams, DBD have a 17 year track record of proven results within the market and have shown their capability in connecting big brands and household names with their target customers through SEO, PPC and influencer marketing. We are excited by the disruptive digital force we have become together, we are taking the luxury and premium market a step further by re-imagining brand experiences, eCommerce and performance marketing.”

**Nigel Muir, Managing Director at DBD Media said:**

“We are thrilled to be joining forces with Verb, who we have long admired as the go-to digital agency in the luxury and premium brands space. Verb are the perfect home for DBD and the combined team will bring something new to the industry. We are now the perfect destination for luxury, fashion and hospitality brands to create ground-breaking digital opportunities. I am honoured to have joined Chris, Ben and Warren and am delighted to have realised this vision.”

DBD Media were advised by M&A Advisory ([www.mandaadvisory.com](http://www.mandaadvisory.com)) in London, and Verb were advised by Cactus Consultancy ([www.cact.us](http://www.cact.us)).