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BRANDPIE

press release

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BrandPie, a new Strategic Brand Consultancy, launches.

Dave Allen, Roger Partington and Peter Widdup have today announced the formation of BrandPie, a new independent brand consultancy. BrandPie advises clients on strategic Brand Positioning, Identity and Engagement.

The founding team brings together deep experience from the Client, Brand Consultancy and Design businesses and provides truly independent and objective brand advice for CEOs and Marketing Directors.

Dave Allen (formerly CEO of Enterprise IG and The Brand Union) said "Since I came into this industry in 1986 and built up Enterprise IG (now The Brand Union) for WPP in the 1990s, I have seen most of the well known established Brand Consultancies progressively acquired by the integrated marketing services groups. The result is that it is now really difficult for clients to access high level independent and objective advice", observes Allen. "BrandPie will fill this market need", he adds.

Roger Partington (formerly Marketing Director of Rowntree, Board Marketing Director at Safeway and Senior Vice President of TXU Europe - which owned Eastern Electricity and NORWEB) says "We have experience of managing major brands and large businesses through at least two significant market downturns. Weak brands will not survive this recessionary period and so it is essential that brand owners actively manage rather than merely administer their brand assets, adapting to the changing market environment.

BrandPie has at the same time also acquired Peter Widdup's business, Watershed Design. Formerly the Creative Director of Sampson Tyrrell, he is one of the UK's most experienced designers and also lectures at the University of Hertfordshire.

"This is a great opportunity to get involved with a dynamic new business at a time when the market has never been more challenging –It's at times like this when creativity and ingenuity really matters" comments Widdup.

Allen concludes "BrandPie is already working on consulting projects for a number of clients including 118 118, L'Occitane and The Juice Doctor and is working internationally on projects in Ireland, Australia and Germany. We're an experienced team of really talented people and look forward to providing our clients with world class strategic thinking and creative ideas to help them succeed in these tough economic times"

END

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Positioning

Identity

Engagement