

**Award winning Omnicom team to front  
new direct marketing offering from Adventis**

Adventis Group plc, the rapidly growing, AIM-quoted, full service multimedia marketing and advertising group, announces that it has launched a new division, Adventis Integrated Limited.

Adventis Integrated will be offering direct marketing and sales promotion services to both group and external clients. The agency officially opened its doors on February 1<sup>st</sup> 2008, but already has a long established clients list due to the previous involvement of Stephanie Boston, a founding director, with Adventis over the last two years.

The agency focuses on integrating measurable communications and is located in the group headquarters at the M25/M40 location at Beaconsfield. This positions it alongside the Adventis Digital team giving clients a truly integrated offering. Colin Clark, Managing Director explains the reasoning, "Over the last five years we have seen a dramatic increase in direct marketing amongst advertisers, as measuring the effectiveness and return on investment became more important. Being located with the digital and creative teams really strengthens our service offering to clients."

Colin has created strategies for Safeway, Volkswagen, Nissan, Orange, Prudential and many more. He has been board director of the largest Sales Promotion agency in the country and MD of agencies for both Omnicom and Eurocom.

The creation of the agency sees the re-uniting of Stephanie Boston and Colin Clark, who in the early '90s set-up and ran a direct marketing agency for Omnicom as part of DDB Needham, called C&C Direct. This agency won Echo and EDMA awards for their work on Volkswagen, as well as introducing Colgate-Palmolive's Soft and Gentle brand and also Lyons Ground Coffee to direct marketing.

Since C&C Direct days Stephanie, a multiple award winning copywriter, has been running her own creative consultancy, which grew to such an extent that she decided to move into the Adventis Group. Commenting on the decision Stephanie said "The consultancy had grown to such an extent that in order to give my clients the very best service I needed the backing of a communications group. Adventis are one of the fastest growing, and in my opinion, the most forward looking communications group in the UK today".

Charles Phillpot, Chief Executive of Adventis Group plc, commented:

"The Adventis Group has been growing consistently over the last four years, and by adding direct marketing specialists who understand integration, we can now offer a truly holistic communications solution. We have been fortunate to find two such experienced and talented individuals to head up this exciting new division"

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## Editors' Note

Adventis Integrated Limited is part of Adventis Group Plc, an AIM listed communications group featured in Campaign as both a top 30 advertising group and the fastest growing during 2007. The Company has over 150 staff within the group and a turnover in excess of £42million.

[www.adventis.co.uk](http://www.adventis.co.uk)