

Corporate Edge and Likemind join forces to create corporate brand and communications consultancy

London, 15 September: Corporate Edge, the brand consultancy, announced today that it is to join forces with Likemind, the corporate communications agency.

The merged business will operate under the Corporate Edge banner and will be led by Nick Jefferson and Bridget Ruffell.

Likemind's Nick Jefferson will be CEO of the new business. Corporate Edge Managing Partner Bridget Ruffell will continue to lead on the strategic development of the offer and Chris Wood will continue as non-executive chairman.

The combined company will work with clients on all aspects of brand development from creation to implementation and delivery. The teams' complementary expertise enables them to deliver a comprehensive range of services combining strategic insight, activation and engagement skills plus extensive digital and brand management experience.

Nick Jefferson, CEO of the new Corporate Edge business, said: "With Likemind's strong track record in identity and communications deliverables, from corporate websites to company and financial reports, and Corporate Edge's 30 year heritage in branding and identity, together we are much more than the sum of our parts.

"The new Corporate Edge will be able to work with clients from the first step of brand development right through to delivery, including digital engagement, corporate reporting and stakeholder relationship management.

"We're excited about the potential for the new business, which allows us to offer a much more comprehensive and seamless branding and communications service, and our clients are too."

He added: "Likemind and Corporate Edge have complementary sets of expertise that make a powerful combination. Digital engagement is an inescapable part of brand management and by combining the two teams we will be able to offer clients of both companies a compelling service that can take them from strategy to implementation.

"As part of the positive changes that we're making, this is good news for both Corporate Edge and Likemind."

Corporate Edge's initial client portfolio includes IHG plc, EADS, Japan Tobacco International, EDF Energy amongst others.

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For further information or to speak to Nick Jefferson please contact Giles Barron or Eleanor Orebi Gann at Hotwire PR on 020 7608 4679