

Creston Unlimited...

Press Release

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Creston Unlimited launches brand-partnership agency, Affinity Unlimited

Creston Unlimited, the marketing communications group, today announces the launch of Affinity Unlimited, a brand-partnership specialist to be headed by Andrew McMorran.

Acting for clients globally, Affinity Unlimited develops, adapts and co-creates partnerships between brands and rights-holders in sport, entertainment, culture, the arts, NGOs and social purpose programmes.

The launch of Affinity Unlimited marks the addition of a new complementary discipline to the Creston Unlimited offer, providing clients with the opportunity to reach new audiences with their brand story. Bringing brands to life, through the right partnerships, Affinity Unlimited provides its clients' brands with a broader relevance to customers beyond the products and services they sell.

Tim Bonnet, Creston Unlimited's Chairman commented: "Andy brings a huge amount of experience to the Group and his track record speaks for itself. His passion to create brand partnerships that deliver more than just a functional relationship between an organisation and its audience is infectious. He will be a tremendous addition to our team, not only as the leader of Affinity Unlimited, but also as a hugely valuable extension to our integrated client offer."

With over 20 years award-winning experience in the sports and entertainment marketing world, Andrew has held the positions of Worldwide Client Services Director of O&M, Managing Director of RPMC Europe and Managing Director of Edelman Sports & Entertainment. Andrew is also a regular speaker on leveraging creativity, and is the resident chair of Think! Sponsorship – the UK's leading sponsorship industry conference.

He has negotiated and developed over \$1 billion of sponsorship and partnership programmes for clients (both brand owners and rights holders) which include Adidas, Anheuser Busch, Artemis, Budweiser, DHL, Help for Heroes, Heineken, J&J, JP Morgan Asset Management, LG, Man Booker Prize, Premiership Rugby, Rolls Royce, Samsung, Shell, Sony Ericsson, the British Army, The IOC, The National Gallery and UNESCO.

Andrew McMorran, Managing Partner, Affinity Unlimited added: "Creston Unlimited is extremely fertile ground for an integrated partnerships practice like Affinity. Brand partnerships are necessarily being expected to deliver so much more than eyeballs; well-crafted, they can pull heavy and often complex marketing loads. And since brand partnerships are some of the most tangible and visible examples of a brand's behaviour, it stands to reason that they need to work hard as integrated marketing investments not just media-buys. Our early wins suggest that our thinking is resonating well with our clients."

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About Creston Group

Creston Group, incorporating the Creston Unlimited offer, is a marketing communications group delivering a range of digital technology based marketing solutions to blue-chip global clients. Encompassing consultants and discipline experts from across the industry and beyond, Creston Unlimited unlocks the power of creative collaboration to realise the opportunities that exist for brands and businesses in today's rapidly evolving world. www.creston.com / www.creston-unlimited.com

About Affinity Unlimited

Affinity Unlimited is a specialist creative brand-partnership agency within the Creston Group. We build, activate and analyse partnerships in sport, entertainment, culture and cause for brands.

Trusted brands are typically 400% more successful than their counterparts. Therefore, Affinity Unlimited's partnership programmes are designed to build relevance and trust among target audiences by closing the gaps between a brand's promise and its performance. Our partnership strategies are proven to make brands more accessible, simpler to trust and easier to do buy from. We make brands human. www.affinityunlimited.com

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