

## **Unlimited Group and Goodstuff celebrate shared entrepreneurial culture with partnership**

**London, 9<sup>th</sup> September 2016.** Media agency Goodstuff and Creston's Unlimited Group have formed a partnership to bring media and creative closer than ever.

The partnership, in recognition of the common dedication to innovation and entrepreneurialism of all parties, sees the agencies jointly pitch for integrated opportunities. When working together for new opportunities, Goodstuff will operate as Goodstuff Unlimited.

It enables Unlimited to offer first-class media planning and buying services to clients, extending its full-service capabilities.

Goodstuff will have the power to build on its 'Media & Some' offering by working with agencies such as TMW Unlimited and The Real Adventure Unlimited, as well as using Unlimited's PR, insight and consultancy capabilities.



*House of Fraser: Campaign by Goodstuff and 18 Feet & Rising Unlimited.*

Goodstuff and 18 Feet & Rising Unlimited have previously worked together on House of Fraser work, particularly successfully on the "Your Christmas, Your Rules" campaign at the end of last year and summer 2015's Koppaberg Urban Forest campaign.

Barrie Brien, Group Chief Executive of Creston and the Unlimited Group, commented: "Both Goodstuff and the Unlimited Group offer a streamlined, agile alternative to the traditional groups, while delivering unrivalled results for brands."

“With integrated pitches on the rise, it’s important we have a trusted partner that fits with our existing marketing communications and consultancy expertise, offering a better solution to the siloisation of marketing than ever before.”

Andrew Stephens, Founding Partner of Goodstuff, said: “At Goodstuff we’ve had great experience of working with 18 Feet & Rising and are impressed by the integrated offer of the whole Unlimited Group, particularly their data and research capabilities. The possibilities are unlimited.”

-Ends-

#### **About the Unlimited Group**

The Unlimited Group, part of Creston plc, is a new international Agency Group bringing together specialisms and disciplines uniquely blended for each challenge and client. Today's brands face increasingly big and complex business challenges, from structural change and integration of new technology, to the need to constantly innovate. Unlimited solves these challenges in a truly agile way, offering full integrated solutions from across PR, advertising, social, service design, UX, market research, neuroscience and consultancy services to name but a few.

[www.creston.com](http://www.creston.com) / [www.creston-unlimited.com](http://www.creston-unlimited.com)

#### **About Goodstuff**

Goodstuff is the UK’s leading strategic and creative media agency providing ambitious clients with Media & Some; peerless client service, objective yet passionate strategic advice, boundless creativity and market leading buying value. From established brands to early stage eCommerce businesses, our entrepreneurial approach and flexible working suits brands that want a bit more from their media agency partner. We are also the UK’s fastest growing agency in 2016.

[goodstuff.co.uk](http://goodstuff.co.uk)

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