

Press Release

## **BCW Acquires Slam Dunk Creative in London, Kiev, Paris, and Dublin**

**LONDON, September 1, 2020-** Burson Cohn and Wolfe (BCW) has acquired British creative agency Slam Dunk Creative. The firm’s work is focused in content marketing and creative development and works primarily with food & beverage and technology clients.

Slam Dunk has won dozens of awards for their video campaigns, including three at Cannes Lions in 2017. Just last year, they were named Content Agency of the Year by *PRWeek*.

“This acquisition emphasizes BCW’s goal in providing clients with the best in digital marketing. We want to highlight the importance of creativity in combination with experience, tools, and research in our campaigns,” Global CEO Donna Imperato, BCW expressed.

Some of Slam Dunk’s previous clients include Unilever, Hopper HQ and Guinness.

Scott Wilson, BCW President, Europe & Africa, noted, “BCW will be able to utilize the latest in technology to execute campaigns with the combination of talent from Slam Dunk Creative.”

Slam Dunk’s 90 employees—50 in London, 20 in Kiev, and 10 each in Paris and Dublin will be partially relocated to BCW offices in respective cities, while some BCW employees will relocate to Slam Dunk offices so that teams will offer talent from all areas of expertise.

Keith Sneider, Founder of Slam Dunk Creative, stated, “We are excited for the future ahead with BCW. We have much to learn from the talent here and have background in technology campaigns to offer. We hope that this brings exciting new opportunities to all of our clients.”

BCW is part of WPP plc, a global creative transformation company.