

Birmingham dealmakers complete The Mission Group plc's acquisition of Innovationbubble

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Mission is a leading marketing communications and public relations group employing over 1,000 people across Europe, Asia and the US. Innovationbubble will join a portfolio of agency brands including, amongst others, Bray Leino, ThinkBDW, Chapter, Mongoose, April Six and Story.

Established in 2010, Innovationbubble specialises in helping clients better understand consumer behaviours and the decision-making process in order to shape multi-channel marketing and brand differentiation strategies. Its clients span the finance, retail, FMCG, travel, technology and healthcare sectors and include, amongst others, Asda, Aviva, HSBC, Diesel, Space NK, the European Space Agency, Scania Europe and Virgin Holidays.

James Clifton, Chief Executive of Mission, commented:

"We are delighted to welcome the Innovationbubble team into Mission. In the current environment, their unique insight into customer psychology and behaviour is hugely valuable as businesses look to capitalise on the shifting trends we have seen during these unprecedented times. I am confident their expertise will be an important addition to the suite of services we offer our clients through Mission Advantage and look forward to working with Dr Simon and the team."

Dr Simon Moore, CEO of Innovationbubble, said:

"Mission is a fantastic business and the collaborative culture and entrepreneurial spirit which the group has fostered made them the natural partner for us. We are looking forward to becoming part of Mission and excited to be working with James and the team as the group continues to build on its impressive growth to date."

Michael Stace and [Clare Hanna](#) from Browne Jacobson's Birmingham corporate finance team advised Mission. Other buy-side advisers included Francis Clark LLP.

Michael Stace, corporate finance partner, added:

"The acquisition of Innovationbubble will add an important and very exciting dimension to Mission's overall client offering. To complete this strategically important acquisition during these unprecedented times speaks volumes for our client's ambitious growth plans and robust business model and we are delighted to have acted on the deal."



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