

News from Luther Pendragon

Submitted by: Luther Pendragon

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Lucid Communication joins forces with Luther Pendragon

Luther Pendragon, one of the UK's leading independent communications consultancies, today announced that it had purchased Lucid Communication (www.lucid-communication.com) a successful and well-established public relations firm with strong credentials in the financial and professional services sectors.

The deal will see Lucid's two principals, Caroline Wagstaff and Ruth Starling, become directors and shareholders in the newly enlarged business. Caroline and Ruth founded Lucid in 2005, following high profile careers in-house. Caroline is a former Director of Communications at Lloyd's of London while Ruth was Head of Communications for the EMEA region at Andersen.

Together with their team, Caroline and Ruth have grown Lucid into a vibrant and profitable business with a blue chip client list. Lucid's long-standing clients include leading players in the Lloyd's of London insurance market, multinational corporate and marine insurance businesses and top tier professional services firms.

Lucid also has a growing presence in the USA, offering a platform for Luther Pendragon to expand its American client base. Lucid's team in London will move to Luther Pendragon's offices in Ludgate Hill.

Commenting on today's announcements, Simon Whale, Managing Director at Luther Pendragon, said: "The last few years have shown that firms in the financial and professional services sectors have an increasing need to promote their services and defend their reputations. Lucid have that expertise in depth and will add great weight to our credentials in this area. We're delighted that Lucid will be joining us. It represents another vital step in fulfilling our objective of offering clients across a wide range of sectors a complete corporate communications service, underpinned by the passionate attention to detail and highest quality client care that both Luther and Lucid are built upon."

Caroline Wagstaff said:

"After seven years of success we decided that in order to sustain our growth we needed access to the resources available from a larger business. We chose Luther because they have the same commitment to unrelenting high-quality client services, senior hands-on consultancy, and great strategic advice coupled with a terrier-like determination to deliver."

Ruth Starling said:

"Luther's broad corporate communications expertise, including services such as financial public relations, public affairs and their social media savvy put us in the sweet spot of being able to offer the full range of joined up communications – which is exciting for clients and exciting for us."

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For further information please contact Simon Whale or Caroline Wagstaff on 020 7618 9100