

Ceuta Holdings acquires brand and communications agency, Creative Leap

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Ceuta Holdings has announced the acquisition of Creative Leap Limited, a London based brand and communications agency.

Founded in 1996, Creative Leap is an award-winning, integrated brand and communications agency that creates meaningful difference for brands and businesses at key moments of trust for their clients. Their core expertise is in the OTC, VMS and Personal Care sectors where they have exceptional client relationships with some of the leading players in the industry.

This exciting acquisition forms part of Ceuta Group's strategy to invest in businesses that complement those of Ceuta Group and enhance the value they offer to their clients through their unique Integrated Platform of services; enabling them to meet the needs of their clients and their brands in both today's and tomorrow's marketplace.

Edwin Bessant, Ceuta Group CEO said: "We are delighted to welcome Creative Leap to the Ceuta Group family. They are a highly respected business with a reputation for delivering exceptional results for their clients. Creative Leap will complement our Integrated Platform of services; allowing us to deliver additional value to our clients globally through their insight, expertise and deep understanding of the industry."

David Gray, CEO at Creative Leap added, "We have successfully collaborated with Ceuta on a number of occasions in the last couple of years and have been impressed by their experience and professionalism. We are very excited to join Ceuta Group to deepen our collaboration and better serve the needs of our clients both in the UK and overseas."

Creative Leap will continue to operate as an independent business but will work closely with the other companies across Ceuta Group to collectively support and drive outstanding results for their clients and their brands.

ABOUT CEUTA GROUP

Ceuta Group is a global, consumer brand services organisation working with some of the most dynamic businesses in the Health & Personal Care and Food & Drinks industries. Established for 24 years, Ceuta Group is made up of 13 specialist companies with offices in the UK, Ireland, USA, The Netherlands and Thailand. Through its unique Integrated Platform, Ceuta Group offers a unique collective of services, delivering a singular solution to enhance, grow and support the brands they represent. From brand strategy development and creative design to channel sales and distribution, right through to influencing consumers and shoppers' purchase decisions, they have the services to meet their clients' needs and to realise their ambitions for the success and profitability of their brands. For additional information, please visit www.ceutagroup.com (<https://www.ceutagroup.com>).

ABOUT CREATIVE LEAP

Creative Leap is an award-winning, integrated brand and communications agency based in London, specialising in Health & Wellbeing and Beauty & Personal Care. They have long standing relationships with some of the leading players in the industry including Johnson & Johnson, 3M, Reckitt Benckiser & Alliance Boots. Creative Leap combines market, category and channel understanding with deep insights into audience needs and drivers to design meaningful difference for brands and businesses at key moments of trust. For more information please visit www.creativeleap.com (<http://www.creativeleap.com>).

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