

New consultancy launched by Birmingham agencies

Two Birmingham creative agencies have joined forces to launch a new venture aimed at supporting companies going through transformation or change.

Spottedog Communications and Big Cat have together created Leopard Co. which will focus on marketing communications consultancy, helping clients with issues caused by change such as mergers, acquisitions, investment and transformation.

It is already working with the Gambling Commission, Environment Agency and Birmingham law firm Gowling WLG while embedding newly recruited employees into the team.

Despite the tie up, the pair will also continue to operate separately in their own respective specialist fields of public relations for Spottedog and content marketing and creative campaigns at Big Cat.

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The two have been in business for more than 30 years combined. Spottedog was founded by Rachel Roberts and Big Cat by Anthony Tattum.

They said in a joint statement: “Offering existing and new clients a fully integrated marketing communications solution is what Leopard Co. is all about and we’re so excited to finally unleash it to the world after almost a year of planning.

“Both Spotteddog and Big Cat have a long history in providing strategic communications consultancy and now, as one big team, we are looking forward to packaging this capability to create our dedicated Leopard Co. strategy practice.

“Our priority through creating this new company has been supporting our incredible people and we can’t wait to expand the leap by welcoming new starters following our influx of client wins.”

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