

## NEWS

For immediate release

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### **Burson Cohn & Wolfe acquires London based agency Slam Dunk Creative**

NEW YORK, N.Y., March 5, 2020 – Burson Cohn & Wolfe, a global integrated communications agency, announced that it will acquire creative agency Slam Dunk Creative beginning on September 1, 2020.

Slam Dunk creative is a content marketing and creative development agency based in London, with satellite offices in Paris, Dublin and Kiev. The company is famous for its creativity and technology-forward campaigns, primarily in the food, beverage and technology field. The acquisition comes after Slam Dunk Creative was named Content Agency of the Year by *PRWEEK*.

“We are extremely excited to work under the BCW name and make a larger impact on global companies”, said Nadia Perez, President of Slam Dunk creative. “BCW is in the business of moving people and that is what we want to accomplish. This industry is fast moving and constantly developing, we are confident that this will be a mutually beneficial relationship.”

Alex Cruz, CEO of British Airways and one of Slam Dunk Creative’s biggest client, said: “British Airways has been very satisfied with Slam Dunk Creative’s performance these recent years. We look forward to continuing to work with them and BCW to better improve our brand.”

Burson Cohn & Wolfe’s new expansion will maintain Slam Dunk Creative’s 90 employees, 50 of which are in the UK, 10 in Paris and Dublin and 20 in Kiev. BCW acknowledges Slam Dunk’s success rates, which has won them dozens of awards for its video campaigns, including three awards at Cannes Lions in 2017. Slam Dunk Creative will focus on the creative development and technological components of BCW’s integrated communication systems.

#### **About Burson Cohn & Wolfe**

BCW (Burson Cohen & Wolfe) is one of the world’s leading integrated communications agencies. It is through moving people through its clients that the company has achieved success in their communication strategies. For more information, visit [www.bcw-global.com](http://www.bcw-global.com).

#### **About Slam Dunk Creative**

Slam Dunk Creative, is an international marketing and creative agency that focuses on technology forward campaigns. It delivers digital and data-driven creative content to connect its clients to their consumers. For more information, visit [www.slamdunkcreative.com](http://www.slamdunkcreative.com).

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