

# Landor purchases majority of ManvsMachine

Landor, part of WPP's Branding & Identity, Healthcare and Specialist Communications group that includes Direct and Digital, has acquired a majority stake in the multi award-winning motion design studio, ManvsMachine.



ManvsMachine is based in London and has worked on a range of global campaigns for clients that include Nike, Microsoft, Honda and Audi, as well as identity campaigns for broadcasters such as Channel 4, Discovery, NBC Universal and ITV2.

The acquisition is part of an ongoing strategy at Landor to broaden its creative capabilities, in this instance in screen-based and multi-channel branding. ManvsMachine's unaudited revenue for the year ended 31 May 2015 was £3.4m, with gross assets of £1.9m as at the same date.

For more, visit: <https://www.bizcommunity.com>