

Browne Jacobson dealmakers advise B Corp certified Edit Agency on its investment into data insight agency Wood for Trees

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Browne Jacobson's north-west corporate team has advised Edit Agency Ltd on its acquisition of the business and assets of specialist charity data insight and systems agency Wood for Trees for an undisclosed amount.

Edit which is backed by private equity investor NVM, is part of the Salocin Group and operates in both London and Bath. The B Corp certified agency delivers marketing data solutions, customer acquisition and retention campaigns for some of the world's leading brands including Jaguar, Land Rover, Shell, Tesco Bank and The British Heart Foundation. The company is made up of data scientists, engineers and technology strategists who advise a host of blue-chip businesses across a broad sector spectrum.

Wood for Trees, which is an award-winning agency also headquartered in Bath, specialises in supporting some of the world's best-known charities and not-for-profit organisations on solutions to improve fundraising efficiency and performance.

The core Browne Jacobson team comprised **partner, Ryan Brown, associate, Bethany Grummitt, and trainee solicitor Olivia Barrow** with **partner Selina Hinchliffe** advising on the intellectual property elements of the transaction.

Ryan said: "It was a pleasure to work with Edit on this strategic acquisition which aligns with the wider ambition of the Salocin Group - to be a data powered marketing services group that is focused on marketing technology, CRM, analytics, content development, and media optimisation.

"There are clear synergies in the strategic objectives of Wood for Trees, Edit and Join the Dots which will really strengthen the growing Salocin Group portfolio. This move presents all three agencies with a great opportunity to combine its data insight work for the charity sector with its broader capabilities in CRM and mar-tech and expertise on media planning and acquisitions and will give charity clients a more holistic offering."

Nick Dixon, CEO of Edit Agency and CEO & Founder of The Salocin Group added: "We are delighted to welcome the Wood for Trees clients and the talented employees within the business.

"Charities are a particular focus for us, especially with our B Corp certification, as we look to extend the number of purpose-orientated organisations we work with.

"Combining the specialisms of all three agencies will help us optimise supporter connections to over 50 charity clients."

"I would like to thank Ryan and the Browne Jacobson team for their support on this transaction. As is usual with them, they provided round the clock, quality legal and commercial advice to us and delivered a professional and seamless service, which meant the deal ran as smoothly as it could taking just 12 days from beginning to end."

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