

Profile number

110687

Creative production and brand activation agency with stable growth, an in-house model, and long-standing A-brand clients.

Located in

Utrecht

Personal data

Sector

Service industry

Type of company

Advertising agency

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

10 - 25

Type of buyer:

Strategic acquisition

Financial information

Turnover last financial year

€ 2.500.000 - € 5.000.000

Asking price

To be agreed

Earnings before taxes

€ 250.000 - € 500.000

Company history/background

The company was founded on the vision that strong brand activation emerges when concept development, creation, and execution are closely connected. Based on this idea, the company was built from the outset around a strong in-house philosophy, enabling clients to work directly with a compact, creative, and pragmatic organization.

Over the years, the company has developed into a reliable partner for both international A-brands and national organizations. The agency combines creative concept development with production, activation, and operational

execution, thereby building long-term client relationships.

It is precisely the combination of thinking along, developing, and delivering that, for many clients, forms the reason to work with the company on a structural basis.

The company develops and produces a wide range of brand activation and communication projects for brands and organizations. Its activities include retail communication, point-of-sale materials, activation campaigns, print production, signage, packaging, promotional materials, and project management from concept to delivery.

In addition, the agency develops and delivers digital assets for online campaigns, social content, video productions, and other digital communication materials.

Based on its strong in-house philosophy, the company regularly acts as a creative and operational partner that brings together concept development, production, and execution. The strength of the agency lies in combining creativity with efficient operational delivery, enabling clients to be fully supported in both small-scale and large-scale projects.

Unique selling points

The company distinguishes itself through the combination of creative strength, pragmatic execution, and long-term client relationships. An important part of the company is its in-house concept and development capability, through which it actively contributes ideas for innovative brand and retail solutions for clients.

As a result, the company does not operate solely as an execution-focused agency, but also as a creative sparring partner that develops concepts that can be applied directly in practice.

The agency operates in an agile and efficient manner, enabling it to respond quickly without a heavy overhead structure. Clients particularly value the high level of involvement, flexibility, and delivery reliability. In addition, the company has a strong network of reliable production and execution partners.

Other

The company is a compact, profitable, and operationally stable agency with a strong reputation in brand activation and creative production. The company has a consistent utilization rate and benefits from long-term client relationships with recurring revenue streams.

Thanks to the scalability of its network model, further growth and expansion can be achieved relatively easily without significant investments in fixed overhead.

The company offers attractive synergy benefits for strategic buyers in marketing, communications, retail media, print management, or creative production. For an entrepreneur or investor, the company provides a solid

foundation with immediate cash flow, a proven market position, and opportunities for commercial expansion and further professionalization.