

# MediaWeek

13-20 February 2007 | £3.00 | www.mediaweek.co.uk

**NEWS ONLINE**

## **Spannerworks to expand in Europe**

Search marketing agency Spannerworks is planning European expansion, following its acquisition by US online marketing company iCrossing this week.

The iCrossing deal was announced yesterday (Monday) and is reported to be worth \$18m (£9.2m).

Brighton-based Spannerworks is to open an office in London and chief executive Arjo Ghosh said the company would be gathering up European digital talent.

“Whether that comprises acquisition or not, it will be whatever is sensible for the business,” he added.

The Spannerworks brand name and management team will remain in place, but the agency will receive strategic direction from iCrossing’s board. This includes chief executive and founder Jeff Herzog, chief operating officer Donald Scales and chairman Richard Rosenblatt, the former chairman of the board at MySpace.

Most search marketing agencies are currently acquisition targets. Bigmouthmedia was acquired by German operation Global Media in December last year.

Ghosh said his company’s acquisition marked a consolidation of the market. He said: “Serious US players are looking at the UK market. You can think of this as a sign of intent.” In the US, iCrossing’s clients include Coca-Cola, LEGO and General Motors.