

23red begins expansion with Nottingham start-up

Integrated agency 23red has launched a sister agency in Nottingham, the first in a planned programme of start-ups and acquisitions as the agency seeks to expand across regional areas and specific sectors.

Called 23red Central, the agency, set up with existing funds, will specialise in the public, charity, financial, leisure and entertainment sectors. It is headed by husband-and-wife team Stephanie and Paul Drakes, directors and founding partners of Nottingham-based direct marketing agency CHC Choir.

The new agency is among the growing number located outside London. Leeds boasts JDA, EHS Brann Leeds, The Black Hole and WWAV Rapp Collins Leeds



Asscher: 'big demand'

among others, while Bristol has Mason Zimbler, Rhythmm and Entire. Cirencester, Cheltenham, and Manchester also have a number of DM agencies.

23red Central's clients include cheque cashing company MoneyShop, Leicestershire County Council and the Forensic

Sciences Service, which supports police officers in England and Wales. A direct response TV campaign for MoneyShop will break this month, backed by direct and digital work.

"There is a big demand for what we offer in the regions," said Jane Asscher, chief executive of 23red. "Public sector work is moving from a central government to a local and then a regional focus. There are big brands that want a London service on their doorstep but with regional pricing."

23red is also in the early planning stages of acquiring a regional digital agency. This purchase will also be funded by existing cash.

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