



## Ogier Jersey advise Ebiquity Plc on their acquisition of Echo Research.

Deals - 24/06/2011

Ogier recently advised media and marketing insights firm Ebiquity Plc in its acquisition of global reputational analysis agency, Echo Research. Ebiquity Plc has purchased the entire issued share capital of TCRG Holdings Limited, the holding company of Echo Research, with an initial consideration of £3.5 million, for a maximum consideration of up to £10 million, which is conditional on the business achieving certain demanding growth targets over the next two years.

Echo Research is a leading global reputational analysis, media measurement and stakeholder research specialist with offices in London, New York, Paris and Singapore and clients including over 60 global blue chip companies. The acquisition will allow Ebiquity Plc to deliver integrated global analytics services and offer clients a broader insight into the evolving global media landscape, specifically within the context of social media.

The Ogier teams which acted alongside English lead lawyers Lewis Silkin LLP on each of the corporate and financing aspects of the acquisition by Ebiquity was led by Ogier Head of Corporate Marc Yates and Managing Associate, Paul Burton who were assisted by Laura Hendrick and Anna Cochrane.

Paul Burton, Managing Associate at Ogier, said “We are delighted to have advised Ebiquity on this deal. As the impact of paid for and non-paid for media is becoming more difficult to separate and as brand owners exploit digital channels in ever more inventive ways, it makes sense that consumer advertisers are looking to sophisticated media groups like Ebiquity and Echo Research to gain an overall picture of stakeholder perception.”

### About Ogier

Ogier is a professional services firm with the knowledge and expertise to handle the most demanding and complex transactions and provide expert, efficient and cost-effective services to all our clients. We regularly win awards for the quality of our client service, our work and our people.

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