

Enterprise IG Acquires IDU

30 April 2001

Enterprise IG, the world's largest brand and identity consultancy, and a WPP company, announces today, (April 30, 2001), that it has acquired Information Design Unit, a leading UK specialist consultancy.

Founded 13 years ago, IDU works for many household name companies including Alliance & Leicester, British Gas, BT and Norwich Union. Through consultancy, clear writing, considerate design and usability research, IDU creates all types of complex customer communications and statements, forms and letters, user guides, wayfinding systems and more. Increasingly these communications are designed for multi-channel use: web, WAP, interactive TV, as well as for the still dominant paper.

Trading as Enterprise IDU, to signal its membership of Enterprise Group, IDU will continue to operate as a separate limited company. Founders Rob Waller and David Lewis will continue to run IDU as joint principals, while Patrick Smith, Managing Director of Enterprise IG in London and Sam Sampson, The Chairman of The Brand Union, at WPP, will join the board.

David Lewis, joint principal, says, "We'll be making sure that we don't lose what's special about IDU, but build on our strengths." Rob Waller, one of IDU's founders, adds, "We felt the time was right to take the step onto the global stage. As part of Enterprise IG and WPP, we'll be able to do just that."

Patrick Smith, Enterprise IG Managing Director, says, "Clear and carefully considered communications is an important aspect of delivering the brand experience. We are delighted that IDU is now part of Enterprise IG because of the enormous synergy both in terms of our branding offer and also in terms of our client base. IDU adds a valuable and unique skillset that will enable us to provide another channel for clients looking to broaden their brand driven communications."