

**Creston Unlimited inks partnership with Ariadna Holding Group to grow Latin American offer**

**London, 2<sup>nd</sup> February 2016.** Marketing communications group Creston Unlimited announces a partnership agreement with fellow international marketing communications group Ariadna.

The Ariadna Holding Group - the leading Latin American independent agency group - shares major clients with Creston Unlimited including Diageo, Nissan, Toyota and Unilever. Ariadna offers the full breadth of marketing services including strategy, creative, media and tech. With a vision to create innovative consumer journeys that evolve brands, Ariadna enables digital growth for its clients, focusing on performance media, content, apps, games and 3D video and post-production.

Founded in 1999, Ariadna has 350 staff in ten countries across the Americas, with its headquarters in Miami. It holds an existing partnership with Serviceplan, the German network which began its own partnership with Creston Unlimited in November 2014.

The deal enables both groups to leverage local expertise for existing clients in the UK, US and Latin America, and will see the agencies refer clients to each other as well as jointly pitch for global opportunities.

Barrie Brien, Creston's Group Chief Executive, commented: "The partnership with Ariadna opens up Latin America to our existing clients and we're thrilled to have such a strong and trusted creative and tech partner. The partnership of Ariadna, Creston Unlimited and Serviceplan is a formidable one, and ensures we can continue to deliver cutting-edge marketing on an international level."

Juan David Pinzon, Ariadna Holding Group's president and CEO, said: "After a successful European partnership with Serviceplan, we're extending our service offering across the UK and US with Creston Unlimited. As a specialist in Latin American marketing, this enables us to take our most successful campaign ideas global. With a similar dedication to unlocking the power of technology to meet client challenges, Creston Unlimited is the natural partner for Ariadna."

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**About Creston Group**

Creston Group, incorporating the Creston Unlimited offer, is a marketing communications group delivering a range of digital technology based marketing solutions to blue-chip global clients. Encompassing consultants and discipline experts from across the industry and beyond, Creston Unlimited unlocks the power of creative collaboration to realise the opportunities that exist for brands and businesses in today's rapidly evolving world. [www.creston.com](http://www.creston.com) / [www.creston-unlimited.com](http://www.creston-unlimited.com)

**About Ariadna**

Ariadna Holding Group is a marketing communications group focused on the creation of innovative consumer journeys that evolve businesses effectively in the Americas. Headquartered in Miami and with offices in New York and 10 Latin American cities, Ariadna executes programs through specialized agencies in the areas of brand strategy, content, creative, performance media, tech innovation, traditional media and sustainability marketing. <http://www.ariadna.us/>

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