

## **Emakina.UK appoints Kirsty Weston as Managing Director**

London, UK 6 February 2012 – Emakina.UK is delighted to announce the appointment of Kirsty Weston as Managing Director.

Emakina.UK is a full service digital native agency focusing on brand activation, website building and digital applications including mobile. It is a joint venture between Emakina Group, the leading European independent group of interactive agencies, and management consultancy LOC Consulting, a specialist in project delivery.

“Companies and brands have to relate to increasingly digitally-savvy audiences on their own terms. Emakina has the know-how, the experience and the track record, in leading, accompanying and supporting huge brands on this journey” says Kirsty. “I’m committed to building on Emakina’s existing UK client base, which already includes major brands such as Unilever and BNP Paribas.”



Kirsty has held senior positions at a number of leading digital agencies, including 8 years at LBi as a Client Partner, and more recently setting up a London office and a social communications agency for Lawton Communications. She has worked with major clients for more than a decade, and although they have spanned most industries, she has specialised in financial services, and media & entertainment.

“Successful joint projects with Emakina, such as delivering MySite for Truvo, demonstrates our expertise in delivering business change and integration programmes combined with Emakina’s extensive experience in digital” says Peter Osborne, Managing Director of LOC Consulting. “We believe Emakina.UK offers a compelling, fully-integrated service delivery solution to the market. We look forward to helping Kirsty establish Emakina.UK as a leader in the UK digital marketing industry.”

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#### **Kirsty Weston**

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**About Emakina Group**

Emakina Group is a European network of agencies helping clients to capitalise on the transformation brought about by the new digital era. These agencies are Emakina (Brussels, Paris, Rotterdam and London), Emakina.EU (Brussels), Design is Dead (Antwerp), The Reference (Ghent) and Emakina Media (Brussels). Emakina Group has a portfolio of services centred on four core activities: strategic brand management, brand activation, web building and digital applications. Its clients include many of the leading businesses in Europe, including Audi, BNP Paribas, Brussels Airlines, Crédit Agricole, Deutsche Bank, GDF Suez, ING, Keytrade, KPN, Microsoft, Orange, Panasonic, Samsung, Schweppes, Seat, Smart, Toyota, Thomas Cook, Unilever and the European Institutions. In 2010, Emakina Group had more than 300 employees and a reported turnover of £28m. Emakina Group is listed on Alternext of Euronext Brussels (code: ALEMK). For more information please visit: [www.emakina.co.uk](http://www.emakina.co.uk)

**About LOC Consulting**

LOC Consulting is a specialist management consultancy that partners with clients to deliver complex business change and IT projects and programmes. Since 2005, we have worked with a number of global and niche organisations across a wealth of disciplines to achieve sustainable, measurable business benefit. We deploy dynamic and innovative consultants who specialise in programme healthcheck, recovery and delivery, drawing on a wealth of proven experience and leading practice methodologies to enhance clients' business delivery. Our capabilities span the entire project delivery lifecycle – from the initial shaping of ideas through delivery and implementation. Our founding values are rigidly deployed on every assignment and this focus on quality has resulted in LOC being ranked the 40th fastest growing private company in the UK by the Sunday Times and is reflected in our client references. For more information please visit: [www.locconsulting.co.uk](http://www.locconsulting.co.uk)