

# Sunday

## Press release

Date: 12 May 2009

### Sunday announces acquisition of digital agency Goose Creative

Sunday announced today that it has bought the digital agency Goose Creative for an undisclosed sum in a mixture of cash and equity stake in Sunday. The Goose team will move into Sunday's offices on London's Southbank, and become a fully integrated division of Sunday.

Phil Draper, Goose's Managing Director, will become Sunday's Interactive Director and will head up all digital projects within the agency. The acquisition allows Sunday to offer additional services to both existing and new clients, as well as their award-winning work in the offline environment. The Goose team offers web design and build, digital consultancy, integrated marketing and project management.

Toby Smeeton, Sunday's Managing Director, said: 'We have worked with Goose on several key digital projects over the years and the results have always been highly successful. By bringing them into the Sunday fold, we hope to ensure that we can offer a wider range of content-rich projects and programmes in any medium, not just in print, combining both agencies' strong editorial and design creativity, with an excellent digital operation. Culturally Goose is a great fit with us and we look forward to building on the successes of each agency in the future.'

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### About Sunday

Sunday's excellent blue-chip client roster includes Allianz, Conran, Fexco, Mothercare, Serco, Strutt & Parker, Swarovski, Toyota and Westfield, and was recently singled out by *Marketing* magazine as their "Publishing Agency to Watch".

### About Goose Creative

Goose Creative is an interactive design consultancy that delivers compelling web design and build solutions, email marketing services, database technologies and internet strategy. Goose Creative has worked with a range of clients including the RFU, The University of Arts London, Siemens and a number of other blue-chip brands.

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