

## Press release

9 January 2018

# Culture Calling and The Audience Agency announce company merger

Leading print distribution and marketing agency Culture Calling is pleased to officially announce the acquisition of Manchester-based organisation Audience Connect, the distribution network of The Audience Agency. As of Tuesday 9 January 2018, Audience Connect will be working under the Culture Calling banner, increasing reach and presence across the UK for the two companies.

Culture Calling is the nationwide branch of London Calling Arts. Specialising in campaigns for the arts, culture, leisure, heritage and non-profit sectors, Culture Calling have established themselves as one of the most effective marketing specialists in the UK.

Audience Connect are the distribution team of The Audience Agency, the national development agency for England. Based in The Audience Agency's Manchester office, the team offer bespoke marketing and distribution services to all the major arts, leisure, tourism and heritage organisations across the North West and beyond.

With over 50 years combined experience between Culture Calling and The Audience Agency, the acquisition brings together the expertise of two leading marketing and distribution agencies in the arts and culture industry. The merger into one organisation will allow Culture Calling to provide nationwide distribution runs, as well as increasing the overall strength and presence of the brand across the UK and bringing cutting edge audience insight and direct targeting to their client's tactical campaigns.

Speaking of the merger, Culture Calling's CEO Julia Moir-Jones commented "This is a partnership

*continued overleaf...*

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## *Culture Calling and The Audience Agency announce company merger continued...*

relationship made in heaven. Our two companies perfectly complement each other, and I look forward to

working together as we continue to build and develop our businesses. We are especially pleased to be expanding into Manchester and surrounding areas; such a dynamic part of the UK with fantastic opportunities for growth”.

Anne Torreggiani, The Audience Agency’s CEO, also expressed her delight at the coalition, saying “We are very pleased to be handing over the reins of Audience Connect to London Calling under the Culture Calling banner. Their years of experience in tactical marketing and distribution will undoubtedly help organisations across the North West fully realise the potential of actionable audience insight and we look forward to a long and successful partnership for the benefit of the sector.”

Audience Connect will officially become part of Culture Calling from Tuesday 9 January 2018 onwards. London Calling Arts will also begin working in partnership with The Audience Agency going forward.

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**London Calling** has over 30 years experience and are the UK’s largest, most effective marketing and engagement specialists in the arts, culture and leisure sectors. They provide print display, digital marketing solutions, ambient, outdoor and direct marketing support. [Culture Calling](#) offers those same display services across the UK. Together they provide the most comprehensive arts marketing solutions in the country. [LondonCalling.com](#) is their consumer facing website offering recommendations for the very best arts and culture events in London combined with fantastic editorial, exclusive competitions and offers.

**The Audience Agency** are a national consultancy working with cultural organisations to build audiences and an independent not-for-profit organisation. They have national offices in London and Manchester, with a team of expert consultants across England and Wales using their local knowledge to build relationships, understand needs and deliver services. They are a charitable, not-for-profit organisation generating income from the sale of their services and intelligence. They are regularly commissioned to deliver strategic projects and services to the cultural sector and were accepted as a [Sector Support Organisation](#) by Arts Council England.

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