

WELCOME TO MSQ

Home to Joined-up Thinking

MSQ is a global group of diverse thinkers who blend human insight with data, technology and creativity to help brands build closer customer relationships, join everything up and drive accelerated growth.

Nine brilliant agencies sit within MSQ, delivering more effective communications through a genuinely collaborative culture and a client-centric model. All are leaders in their field, winning the biggest industry awards and working with the world's best technology partners.





Research & Insights

Freemavens use consumer-generated data to unearth revelations around consumer perceptions, attitudes and behaviours, to truly understand a brand's relationship with its customers.

Success stories Unilever, Pernod Ricard, L'Oreal, Chanel, Barclays



Brand Consultancy & Design

Holmes & Marchant use intelligent design to develop brand strategies, innovation, packaging and artwork that changes consumer behaviour.

Success stories Lifebuoy, Danone, Mondelez, Nescafe, Kellogg's



Customer Acquisition & Engagement

MBAstack fuses together data, creativity and tech equally to drive commercial acceleration for tomorrow's brands.

Success stories Royal Mail, Stellantis, Inteflora, Elanco, Virgin Red, Visit Britain, HM Government



Web & Digital Product Development

Leaders in technology, experience design and lean product delivery, MMT Digital helps clients build digital products that transform business performance.

Success stories Vodafone, BP, Boots, Translink, GSK, Sovereign, Comparethemarket.com



B2B Marketing

One of the world's leading B2B marketing agencies, Stein IAS weaves data, intelligence and disruptive technology with big, bold ideas that drive brand progression and revenue growth for business-to-business clients.

Success stories Tetra Pak, Ingredion, Trelleborg, Duracell, Elanco, IHS Markit



PR & Content

Smarts is a leading earned-first communications agency, providing media relations, creative, digital & social, content and experiences, partnerships, influencer and reputation management for some of the world's biggest brands.

Success stories Diageo, Zalando, Coca-Cola, Bosch, Openreac, Scottish Government, Food Standards Agency



Creative & Media

For brands who want to take bigger leaps with fewer steps, The Gate blends human thinking, media, data & tech to ensure nothing gets in the way.

Success stories Church & Dwight, National Grid, AXA Investment Management, Childline, Buzz Bingo, BHP



Full-service Digital

The Drum's #1 UK digital agency, twentysix has created digital platforms and delivered smarter digital performance for brands for more than 15 years.

Success stories P&G, Asda Money, Portakabin, Fortnum & Mason, Wilko, Hitachi, Corinthia Hotels, Addleshaw Goddard, UGG



Full-service Media

Walk-In Media is a modern full-service media agency, exclusively focused on delivering data-driven outcomes for clients.

Success stories Emirates, Travis Perkins, Vodafone, Equifax, Asics, Rated People, Buzz Bingo, 3M, G.Network

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Paris | San Francisco | Shanghai | Singapore | Uppingham**