

# THE MISSION GROUP ACQUIRES YOUTH FOCUSED CREATIVE BUSINESS, LIVITY

**MISSION** Group have acquired youth marketing Agency Livity after over 20 years as an independent.

Based in Brixton, South London but working globally for brands, Livity is the market leader in its space with over 20 years' experience. It works with leading brands to help them understand youth culture and enable them to engage with the next generation with purpose. Its Clients include Nike, Google, Media Smart, Footlocker, YouTube, Speedo, NSPCC Childline, Dr. Martens and more.

The acquisition will enhance **MISSION's** brand, strategy, creative and content capabilities, underpinning the Gen Z marketing offering across the Group. Livity will come under the management of **MISSION** Agency krow, led by John Quarrey, however it will remain a standalone Agency to form part of the wider Group.

Livity also provides a new route to next generation talent for the **MISSION**. Livity has always championed early stage careers, through its own network and by running talent programmes across the creative industries. One such example is OPEN\_ of which krow is the latest partner.

As the pioneer of purpose-led Agencies, Livity measures and reports on its own social impact, including aligning much of its work to 6 core UN Sustainable Development Goals.

John Quarrey, Group CEO of krow, commented: "I'm delighted to welcome our new colleagues at Livity into the **MISSION** family. This latest acquisition is testament to our continued strategy to focus on exploring opportunities that further enhance our compelling infrastructure. Our Clients and prospects are acutely aware of the growing influence of Gen Z and are eager to explore how they can successfully engage with a youth audience in the most meaningful way. Livity offers them unparalleled expertise and guidance and I look forward to working closely with the team as we embark on this exciting new phase of growth to realise Livity's full potential."

Alex Goot, Chief Executive Officer of Livity, said: "I am incredibly proud of the journey Livity has been on: the work we make, the impact we consistently demonstrate and the passionate team that we have. We have spent 20 years innovating in culture and driving positive change for the next generation, and are excited to enter the next chapter with **MISSION**. Their focus on creativity, innovation, entrepreneurialism and purpose makes it a natural fit for Livity. We are looking forward to scaling our impact and ambition with **MISSION** and its brilliant network."