

## Fitch joins B to D Group

Craig Branigan, CEO of the B to D Group, recently announced that Fitch will join the group with immediate effect. The B to D Group was set up in 2005 as the branding and design entity of the WPP Group.

“Fitch is a world class global company, lead by Rodney Fitch, chairman and CEO, and Scott Wolfe, COO and CFO, has great clients, unique capabilities and a strong creative track record,” says Simon Bolton, World CEO of The Brand Union.

The mission of this group is to maximise and leverage the strengths of each individual company in order to offer clients and prospects the most complete and compelling brand and design solutions.

“With Fitch joining the group we will have increased opportunities for collaboration and even more chances to share thinking, expertise, talent and new business leads. With the addition of Fitch, the companies that make up The B to D Group are without peer in our industry and offer current and potential clients the strongest branding and design resources available anywhere in the world,” concludes Bolton.

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