

Edinburgh firms in new partnership from today

Two of Edinburgh's communications firms have merged in a new business partnership from today.

Indigo and Talking Canvas are both communications agencies in the capital and now they are to move in together in Leith trading as Indigo. Managing Director of Indigo, Elaine McKean will be at the helm of the larger business. The team brings together specialist consultants in public relations, public affairs, events, reputation and crisis management as well as social media.

Indigo founder and Executive Chairman, Jacqui Low, said: "This opportunity was too good to miss. Both businesses wanted to grow and we realised there was a wealth of opportunity to combine our offerings and take clients' expectations to another level.

"The merger will take us forward into a new chapter of growth and expansion for years to come. It will enhance our services across the full range of communications and we know that the Talking Canvas team provides a strong fit in experience and client ethos which matches our own.

"Indigo looks forward to providing our present and future clients with a bespoke offering ranging from media and social media campaigns to political advocacy and anything else that is needed to deliver our client's message in a clear, informed and intelligent manner."

Indigo is celebrating its 21st year and specialises in public relations, media relations, public affairs, community

engagement, crisis and reputation management and social media.

Talking Canvas was founded three years ago by experienced marcomms practitioner, Nicki Sturzaker and has built up an enviable portfolio of food and drink, property and travel clients across Scotland.

Nicki Sturzaker said: "Talking Canvas has experienced great success over the last three years and the time was right to look to merge with a successful, established company. Indigo has built a formidable reputation over the last 21 years and we look forward to working closely with them as we build the business further."

Photo above Lesley Martin