

Dragonfly swoops into Stafford Street

An Edinburgh-based direct marketing agency is moving into bigger premises following a period of substantial growth.

Supported by the Royal Bank of Scotland, The Dragonfly Agency has moved into a townhouse on Stafford Street, Edinburgh as it looks to expand its team and client base. The creative agency specialises in direct marketing communication for national and international clients in various sectors including retail, financial services, charities and health care.



Vicky Grant Dragonfly

Established in 2011 by Vicky Grant and Anthony Bagshaw, the business employs twelve people and now has capacity and plans to recruit an additional eight in the near future. With a significant presence in Scotland and a client base which includes People's Postcode Lottery, Marie Curie, Simplyhealth Professionals and Signature Pubs, the agency has also recently

ventured into international territory and is opening an office in South Africa after winning clients including ABSA, Nedbank, Finchoice and Homechoice.

Vicky Grant, CEO, said: "Client experience is at the heart of everything we do. Direct marketing helps brands to build relationships with new customers, and reward and retain existing customers. Through direct marketing we can personalise promotions which create lasting impressions and drive successful return on investment, which our clients love."

"A major factor contributing to our growth is the hard work and dedication of the Dragonfly staff. With our stunning new premises on Stafford Street, we move into an exciting period and look forward to welcoming more creative and enthusiastic talent to the team."

Graeme Mann, Senior Relationship Manager at Royal Bank of Scotland, said: "The Dragonfly Agency has gone from strength to strength over its eight years. The move to its new Edinburgh office sparks a new period of growth and expansion. I wish them the best of luck for the future."