

Spiderzone and Marketing + Technologies Group announce exciting new partnership...

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Two Worcestershire marketing companies, each with global footprints, have joined forces to offer customers an enticing package of market knowledge and experience combined with new marketing technology.

Having delivered events and creative campaigns for the likes of Honda, Heineken and Halfords, Spiderzone has an enviable track record supporting big brands as well as the SME market.

As a full-service marketing agency, the creative and management teams at Spiderzone are continually looking to improve their overall services package for its clients. Partnering with Marketing + Technologies Group meant they could offer a fully digital broadcast film studio, high-end 3D visuals and animations, plus a solution that massively reduced the carbon footprint of their live events.

Steve Thomas, Managing Director of Spiderzone Marketing commented, “Having a local partner that understands B2B and B2C marketing and events as well as we do is a huge bonus. They tick so many boxes, from online broadcast media such as podcasts to an incredible digital venue platform that can host anything from a virtual car showroom to a full-on exhibition and conference service. We feel this partnership brings two local marketing companies to work stronger together.”

Speaking on behalf of M+T Group, CEO Roland Renshaw said, “The team at Spiderzone have so much experience and knowledge of the market sectors they operate in, it made absolute sense to partner with them. That is why this collaboration works so well, we both understand how to provide great customer service and our skill sets are complementary. I can’t wait to show customers what we can deliver working together.”

About Spiderzone**Inspired marketing & joined up thinking...**

Spiderzone was established in 2000 as a full service, through the line marketing agency. It comprises a group of inspired designers, cultivated account handlers, strategic thinkers and project managers, with years of experience across the marketing mix. Great team spirit and openness helps us to produce exciting work and build lasting relationships with clients. Always going that extra mile to ensure work is on brief, on time and on budget has resulted in a very loyal client base.

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Image captions:



Image 1: Steve Thomas, Managing Director of Spiderzone Marketing Ltd. joins forces with Marketing + Technologies Group to offer technical translations, digital venues and online studio broadcasts.



Image 2: The Marketing + Technologies Group includes the impressive Midland Road Studios digital broadcast studio, located in Worcester.

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About Marketing + Technologies Group

The Marketing + Technologies Group consists of four companies that all share a passion for technology, working together to provide our customers with a comprehensive service for each area of specialisation. DMA Europa is an award winning full-service agency that provides customers with a range of marketing services from brand development and strategy to global PR and communications, advertising, 3D design and render, video and creative output. V-Ex runs national and global physical events. It also owns and operates an online platform that delivers unrivalled digital experiences, from large-scale events, supplier conferences and exhibitions to sales and training environments. MTT translation experts provide a managed service for highly skilled technical translation, interpretation and documentation, specialising in the industrial B2B engineering, marketing and legal sectors. Midland Road Studios offers a combination of live broadcast and pre-record digital studio options using a 6m video wall installed in Studio #1, which is part of a full Conference Suite.

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