

# Bluedog introduces three new agencies as part of re-structure



The development sees the formation of three new agencies: doplr, Kounter and HEX under the Bluedog Group banner to deliver bespoke solutions and a greater specialist services model

Bluedog Productions, the global creative, retail and experience agency, has announced a growth driven re-structure to match client demand. The development sees the formation of three new agencies under the Bluedog Group banner to deliver a greater specialist services model, together with an enhanced senior management team.

Bluedog will become the overarching Group entity and continue to offer integrated solutions under the leadership of founder & CEO, Nick King, but three new agencies have been created to deliver bespoke solutions that match new era needs, opportunities and challenges among their respective sectors.

The three specialist agencies:

- *doplr*: live experiences
- *Kounter*: retail activations
- *HEX*: digital and content solutions

“We’ve always had a client first mentality and I’m proud of this kind of reputation and the rich variety of live experiences and campaigns that we deliver. However, learning from and engaging in clients conversations and opportunity spotting throughout the last 18 months has shown us that brand needs have become more precise, different in scale and complexity, and that sharper areas of specialism can help deliver better outcomes.

“The answers to problems aren’t necessarily the same as before, so helping re-wire leading practices

is at the heart of our expansion and our leap off point to being bolder, braver, bigger and even more fit for purpose,” explains King.

As founder of Bluedog Productions, King will take on the role of Group CEO, as well as Managing Director of doplr.

As part of its growth strategy, two Bluedog team leaders will take on key roles as both Directors and shareholders. Andrew Machin will become Managing Director of Kounter and Oliver Potter will become Managing Director of Hex, while continuing his role as Group Technical Director.

“Demand is growing for new experiences and engaging activations from both a business and audience perspective. Whatever the angle, we now have the new team and model in place to keep our clients winning, when earning and keeping both customer and employee loyalty has never been more important,” concludes King.