

CLIENT CASE STUDIES

SPARK PRODUCTIONS

The owners of Spark Productions saw their business expand along with the growth of broadband and internet capabilities. Spark provides companies with experiential advertising and rich media content that enabled their clients to communicate directly with consumers both at home and in the workplace. Spark Productions was a leader in communicating messages and branding via video communications.

When the partners of Spark approached BCMS Corporate to sell their business, they were already poised for growth. The online video sector was estimating that 80% of all U.S. consumers to watch video each day. With their market expanding, U.S. consumers clicked on 142.7 billion pieces of professionally produced, brand hosted and distributed videos since 1999, and consumption was expected to rise by 20% annually.

The owners of Spark Productions entrusted BCMS Corporate to find a strategic buyer that could help provide the resources and opportunity to take the company to the next level.

BCMS approached the market and received resounding interest from companies in the video production, traditional advertising and branding, interactive marketing and event planning industries. The owners of Spark worked with the BCMS deal team to identify and hold meeting with several top potential buyers that held the strongest potential. After speaking about the future of Spark Productions with each of these companies, the owners settled on McMurry as being the right fit.

AT A GLANCE

THE SELLER

SPARK PRODUCTIONS



Spark opened in 1996 and has created content for RadioShack, Foot Locker, Deloitte, World Trade Center, Time Warner Center, Nissan, Infiniti, HP, Disney Epcot, Clinique, Estée Lauder, Vogue, Canon, Pfizer, Verizon, The Discovery Channel, Food Network and Ringling Brothers.

THE BUYER

MCMURRY



McMurry offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, Liberty Mutual, PNC, 24 Hour Fitness and Thomson Reuters, as well as resources to more than 10,000 corporate professionals.

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McMurray was at the table for strategic reasons – the company wanted to expand their offerings. “Spark is one of the few truly full-service video production companies with a track record of growth, a who’s who client list and world-class portfolio,” said Chris McMurry, CEO of McMurry. “Spark fits nicely with everything we do at McMurry, and most are well aware that the demand for video is growing exponentially.”

“Before completing the deal with Spark, we were already under contract with our current customer base to produce a couple of hundred videos over the next few years, so the broader market trend is one we have been experiencing as well,” added McMurry. “It made sense for us to begin handling a majority of that video work directly ourselves, and Spark makes that abundantly possible.”

“Video is a multi-sensory medium and has always been one of the most powerful ways to influence. Improved technologies are allowing video to proliferate. It’s everywhere,” explained Kevin Goddess, partner and creative director of Spark. “Smart marketers use video in retail environments, all over the Internet, streaming on PDAs and even in product packaging, in addition to all the traditional places where we are used to experiencing it. It has gotten to the point where video is fundamental, and if you’re not using it, consumers believe something is missing.”