# FGS Global strengthens digital campaigning with Edmonds Elder acquisition



FGS Global, a prominent corporate and financial public relations agency, has acquired Edmonds Elder, a London-based digital-first communications firm, in a strategic move to enhance its integrated campaigning capabilities. According to FGS Global, Edmonds Elder’s expertise in identifying and engaging online audiences will significantly strengthen the agency’s insight-led campaign offerings and complement its existing services.

Edmonds Elder, founded in 2015 by Tom Edmonds and Craig Elder, boasts an impressive client roster including Centrica, Deliveroo, Santander, PepsiCo, and Sky. The agency gained notable recognition for orchestrating the UK Conservative Party’s digital campaign during the 2015 general election and subsequently contributed to the Remain campaign in the EU Referendum. The financial terms of the acquisition have not been disclosed. This marks FGS Global’s first acquisition following its change in ownership structure in late 2024.

In December 2024, private equity firm KKR acquired a majority stake in FGS Global for $775 million, valuing the agency at approximately $1.7 billion. This transaction allowed WPP, the former majority owner, to reallocate focus towards its core businesses while crystallising value from its investment in FGS Global. The deal underscored the growing appeal of strategic communications firms backed by private equity in a competitive marketplace.

Despite a general slowdown within WPP’s broader PR division in 2024, which reported a 5.3% decline in the final quarter and a year-on-year decrease of 1.7%, FGS Global maintained robust growth. The firm reported global revenues of $503.4 million for the year, an 11% increase, with its U.S. operations contributing $307 million, reflecting a 14% rise. This growth performance highlights FGS Global’s resilience and its ability to capture market opportunities amid challenging industry conditions.

FGS Global’s ambition to dominate the M&A communications landscape has been well-documented. The firm was recognised as the top M&A communications advisor worldwide for the third consecutive year in 2024, with leadership measured by deal value and volume, according to Mergermarket. The acquisition of Edmonds Elder aligns with FGS Global’s strategy to broaden its integrated service offerings by incorporating advanced digital campaigning expertise alongside its traditional financial PR strengths.

This acquisition also builds on FGS Global’s history of strategic expansion, which includes the notable integration of firms such as Sard Verbinnen to strengthen its presence in key markets like New York and Washington, D.C. By adding Edmonds Elder’s digital-first capabilities, FGS Global is positioning itself to meet the evolving demands of clients seeking sophisticated, multichannel campaign strategies in an increasingly digital world.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.prweek.com/article/1927819/fgs-global-buys-digital-comms-firm-edmonds-elder), [[2]](https://fgsglobal.com/insights/fgs-global-acquires-edmonds-elder)
* Paragraph 2 – [[1]](https://www.prweek.com/article/1927819/fgs-global-buys-digital-comms-firm-edmonds-elder), [[2]](https://fgsglobal.com/insights/fgs-global-acquires-edmonds-elder)
* Paragraph 3 – [[1]](https://www.prweek.com/article/1927819/fgs-global-buys-digital-comms-firm-edmonds-elder), [[3]](https://www.odwyerpr.com/story/public/22329/2024-12-27/acquisition-wave-washes-over-pr-2024.html), [[4]](https://www.odwyerpr.com/story/public/21664/2024-08-07/wpp-unloads-fgs-posts-q2-revenues-dip.html)
* Paragraph 4 – [[1]](https://www.prweek.com/article/1927819/fgs-global-buys-digital-comms-firm-edmonds-elder), [[5]](https://www.mmm-online.com/news/wpp-pr-division-drops-in-q4-and-fy-2024/)
* Paragraph 5 – [[6]](https://fgsglobal.com/insights/award-wins/mergermarket-recognizes-fgs-global-with-top-deal-rankings-2024), [[7]](https://www.provokemedia.com/events-awards/agencies-of-the-year/2024-agencies-of-the-year/global-pr-agencies-of-the-year-2024/financial-pr-agencies-of-the-year-2024)
* Paragraph 6 – [[7]](https://www.provokemedia.com/events-awards/agencies-of-the-year/2024-agencies-of-the-year/global-pr-agencies-of-the-year-2024/financial-pr-agencies-of-the-year-2024), [[2]](https://fgsglobal.com/insights/fgs-global-acquires-edmonds-elder)

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## Bibliography

1. <https://www.prweek.com/article/1927819/fgs-global-buys-digital-comms-firm-edmonds-elder> - Please view link - unable to able to access data
2. <https://fgsglobal.com/insights/fgs-global-acquires-edmonds-elder> - FGS Global has acquired London-based digital-first agency Edmonds Elder to enhance its integrated campaigning capabilities. Founded in 2015 by Tom Edmonds and Craig Elder, Edmonds Elder has worked with clients such as Centrica, Deliveroo, Santander, PepsiCo, and Sky. The agency orchestrated the UK Conservative Party's 2015 general election digital campaign and later worked on the Remain campaign for the EU Referendum. The acquisition complements FGS Global's existing services and significantly enhances its insight-led integrated campaigning capabilities.
3. <https://www.odwyerpr.com/story/public/22329/2024-12-27/acquisition-wave-washes-over-pr-2024.html> - In 2024, the public relations industry experienced a surge in acquisitions. Notably, WPP CEO Mark Read sold a 50.1% stake in FGS Global to KKR for $775 million, valuing the firm at $1.7 billion. This move allowed WPP to strengthen its balance sheet and focus on core businesses. Additionally, Golin appointed Michon Ellis as EVP, issues & crisis, and Edelman Global Advisory hired Nikki Haley as a part-time vice chair, reflecting the industry's dynamic nature.
4. <https://www.odwyerpr.com/story/public/21664/2024-08-07/wpp-unloads-fgs-posts-q2-revenues-dip.html> - In August 2024, WPP announced the sale of its majority stake in FGS Global to KKR for $775 million, valuing the agency at $1.7 billion. This transaction allowed WPP to strengthen its balance sheet and focus on core businesses. The sale was part of WPP's strategy to accelerate the crystallization of the significant value created in FGS Global, which had been a significant contributor to the company's growth.
5. <https://www.mmm-online.com/news/wpp-pr-division-drops-in-q4-and-fy-2024/> - WPP's PR division reported a 5.3% decline in Q4 and a 1.7% decrease for the full year in 2024. This marked the third earnings report since the formation of Burson through the merger of WPP firms BCW and Hill & Knowlton. Despite the overall decline, FGS Global continued strong growth, reflecting up to late Q4 when its deal with private equity group KKR was completed, indicating the agency's resilience in a challenging market.
6. <https://fgsglobal.com/insights/award-wins/mergermarket-recognizes-fgs-global-with-top-deal-rankings-2024> - FGS Global has been ranked as the number one M&A communications advisor by deal value and deal count globally for the third consecutive year by Mergermarket. The firm's integrated approach, global reach, and bespoke advice have contributed to its success in supporting over 450 deals worldwide in 2024, underscoring its leadership in the M&A communications sector.
7. <https://www.provokemedia.com/events-awards/agencies-of-the-year/2024-agencies-of-the-year/global-pr-agencies-of-the-year-2024/financial-pr-agencies-of-the-year-2024> - FGS Global, formed in 2021 through the merger of Finsbury, The Glover Park Group, and Hering Schuppener, has become a major player in the financial public relations industry. In 2024, the firm was ranked number one by both the volume and value of deals worked globally, according to Mergermarket. The firm's expansion and strategic acquisitions, such as the addition of Sard Verbinnen, have bolstered its presence in key markets, including New York and Washington D.C.