# Ignite and Screen Pilot merge to create global hospitality marketing powerhouse



Ignite, a UK-based creative marketing agency, and Screen Pilot, a US digital marketing consultancy, have merged to form a 100-person global agency focused exclusively on the hospitality and leisure sector. This new venture, retaining the Screen Pilot brand, aims to provide a truly full-service offering that integrates creative, data, and technology capabilities to meet the growing demand for seamless, cross-market marketing solutions.

Bringing together over 40 years of combined industry experience, the newly formed Screen Pilot is strategically positioned to serve clients across the UK, US, Europe, and the Middle East. This expansion coincides with significant cross-continental investment in hospitality, evidenced by US investors pumping £6.6 billion into the UK hotel sector in 2024, while the broader UK hospitality industry contributes £93 billion annually to the economy. Additionally, inbound US travellers to the UK spent an estimated US$162 billion, highlighting the sector’s vital role in transatlantic economic exchanges.

Ignite brings a strong creative pedigree to the partnership. Known for award-winning work in branding, social media, and website design, Ignite’s portfolio includes marquee clients such as Stonegate, Marriott Hotels, Drake & Morgan, and Puttshack. The agency’s innovation extends to technology, having developed Fuse, an all-in-one e-commerce platform launched in 2021 and now adopted by over 250 hospitality venues globally. Fuse streamlines digital sales through features like order and pay at the table, collection, delivery, and event ticketing, enabling hospitality operators to optimise guest experiences and revenue.

Screen Pilot complements this with a technology and data-driven approach, leveraging AI and advanced analytics to optimise digital marketing performance. Their client roster includes leading hospitality groups such as Hyatt, Pyramid Global Hospitality, and Noble House Resorts. This tech-forward mindset allows Screen Pilot to deliver highly personalised marketing interactions that significantly improve conversion rates and customer engagement.

The new Screen Pilot agency will operate independently and be led by a blended leadership team featuring Tom Dibble as Executive Chair, Justin Larsen as CEO, Paul West as Partner and President for EMEA, and Sam Trainor Buckingham as Partner and Chief Creative Officer. Tom Dibble emphasised the agency’s ambition, stating, “We’ve created a global strategic powerhouse in hospitality, travel and leisure, built to lead with creativity, performance, and technology that brings an unrivalled deep understanding of how these sectors connect with brands.” Paul West highlighted the integration of strengths, noting, “By uniting the strengths of Ignite and Screen Pilot, we’re combining award-winning strategic and creative expertise with world-class, data-led performance marketing.”

Screen Pilot is anchored in its “Smart With Heart” proposition, which seeks to merge bold, emotive creativity with cutting-edge data insights and marketing technology. Their service suite covers branding and campaigns, websites, social media, production, and performance marketing. Key offerings include impactful creative work designed to enhance brand recognition, conversion-focused digital experiences that optimise the customer journey from digital engagement to in-person visits, social-first campaigns crafted for maximum shareability, bespoke tech development through an in-house R&D team, insight-driven strategy rooted in data analytics, and high-performing, personalised websites that can boost hotel and resort conversion rates by up to six times.

This merger not only consolidates creative and technological expertise but also reflects an evolving hospitality marketing landscape where fragmentation is increasingly viewed as a barrier to effective global brand growth. With combined offices spanning the UK, US, and beyond, the agency is positioned to capitalise on international trends, delivering integrated and scalable marketing solutions to hospitality clients.

In the context of the wider industry, Ignite’s trajectory from an independent agency founded in 2001 to this strategic union highlights both growth and adaptability. Before the merger, Ignite expanded internationally with offices in New York, Florida, and Milan and had already generated millions in revenue for clients through its Fuse platform. The acquisition by Screen Pilot in 2021 marked a step in deepening its US footprint and combining complementary strengths in digital and creative marketing.

Looking forward, the new Screen Pilot agency presents itself not only as a vendor but as a partner equipped to shape the hospitality sector’s future through innovation in creativity, technology, and data-driven marketing performance.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 2 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 3 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[4]](https://fuse-hospitality.com/), [[5]](https://ignitecreates.com/technology/)
* Paragraph 4 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 5 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 6 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 7 – [[1]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/), [[2]](https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/)
* Paragraph 8 – [[3]](https://gomerge.com/agency-transactions/ignite-marketing/), [[6]](https://ignitecreates.com/blog/ignite-at-twenty/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/> - Please view link - unable to able to access data
2. <https://www.adobomagazine.com/brand-business/ignite-and-screen-pilot-announce-new-transcontinental-marketing-powerhouse/> - Ignite and Screen Pilot, two prominent marketing agencies from the UK and the US respectively, have merged to form a 100-person global agency dedicated to the hospitality and leisure sector. The new agency combines Ignite's creative expertise with Screen Pilot's data-driven and tech-forward approach, aiming to provide a comprehensive marketing solution that covers creative, data, and tech requirements. This merger responds to the growing demand for a global, full-service marketing partner capable of delivering bespoke solutions across multiple markets. With over 40 years of collective industry experience, the agency is well-positioned to serve clients in the UK, US, Europe, and the Middle East, aligning with a surge in cross-continental opportunities. In 2024, US investors contributed £6.6 billion to the UK hotel sector, highlighting the sector's economic significance. The UK hospitality sector contributes £93 billion annually to the economy, while inbound US travellers to the UK spent US$162 billion. Ignite, based in the UK, is renowned for its creative, branding, social, and website work, having won numerous awards, including Best New Website for Albert’s Schloss at the 2025 Restaurant Marketer & Innovator Awards. The team collaborates with leading brands such as Stonegate, Marriott Hotels, Drake & Morgan, and Puttshack. In 2021, Ignite launched Fuse, an all-in-one e-commerce solution for hospitality, now used by over 250 restaurant, bar, and pub sites globally. Screen Pilot, based in Denver, US, is recognised as a top digital marketing consultancy for the hospitality industry, engineering digital experiences for clients like Hyatt, Pyramid Global Hospitality, Marine & Lawn Hotels & Resorts, Noble House Resorts & Hotels, and BRE Hotels & Resorts. Screen Pilot's tech mindset and AI capabilities distinguish it from competitors, using advanced data analysis to create marketing interactions that significantly boost conversion rates and generate exceptional results. The full-service agency will remain independent and be led by a combined team from both agencies, including Tom Dibble as Executive Chair, Justin Larsen as CEO, Paul West as Partner & President EMEA, and Sam Trainor Buckingham as Partner & Chief Creative Officer. Tom Dibble stated, 'We’ve created a global strategic powerhouse in hospitality, travel and leisure, built to lead with creativity, performance, and technology that brings an unrivalled deep understanding of how these sectors connect with brands.' Paul West added, 'By uniting the strengths of Ignite and Screen Pilot, we’re combining award-winning strategic and creative expertise with world-class, data-led performance marketing.' The agency's 'Smart With Heart' proposition blends bold creativity with advanced data insight, AI, and powerful marketing technology, empowering clients with a competitive edge to grow meaningfully and sustainably. Services include branding & campaigns, websites, social media, production, and performance marketing, with key offerings in impactful creative & branding, conversion-focused digital experiences, social-first campaigns, bespoke technology & product innovation, insight-led strategy, and high-converting websites & CRO. For more information, visit https://screenpilotxignite.com.
3. <https://gomerge.com/agency-transactions/ignite-marketing/> - In 2021, Ignite Marketing, a premier integrated marketing agency specialising in the hospitality and leisure sector, was acquired by Screen Pilot. Founded in 2001, Ignite had built a strong reputation for delivering high-impact marketing strategies, including social media management, website development, paid media campaigns, brand strategy, and CRM solutions. The agency's proprietary Fuse e-commerce platform optimised digital revenue and enhanced the guest experience. With offices in London, Florida, and Milan, Ignite was primed for further expansion into the US market. The acquisition allowed Screen Pilot to strengthen its presence in the hospitality sector and gain access to Ignite's blue-chip client base and talented team. The deal enabled Screen Pilot to leverage Ignite's expertise in branding, paid media, and CRM solutions, while Paul West, Ignite's founder, continued to contribute to the agency's growth in a non-executive role. The cultural and strategic alignment between the two agencies ensured a seamless transition, benefiting both clients and employees.
4. <https://fuse-hospitality.com/> - Fuse is an all-in-one e-commerce solution designed specifically for the hospitality industry, enabling restaurants, bars, and pubs to sell a variety of products through a single platform integrated into their existing websites. Developed by Ignite, Fuse offers a suite of digital solutions, including order & pay at table, collection & delivery, event ticketing, gift vouchers, and online shops. The platform is built on decades of digital experience and is used by leading hospitality brands such as Hawksmoor, D&D London, Drake & Morgan, and Marugame Udon. Fuse aims to supercharge digital sales for hospitality marketers by providing a versatile and sophisticated solution that integrates seamlessly with existing tech stacks.
5. <https://ignitecreates.com/technology/> - Ignite, an award-winning integrated marketing agency, offers a range of pre-built and optimised technology products alongside bespoke projects. Their offerings include Fuse, an all-in-one e-commerce solution for hospitality, and a dedicated website platform designed to enhance booking conversions for restaurants, pubs, and bars. Ignite's in-house technology team also develops apps, games, and other digital solutions tailored to the hospitality sector. With offices in London, Florida, and Milan, Ignite has a global reach and a strong presence in the hospitality industry.
6. <https://ignitecreates.com/blog/ignite-at-twenty/> - Celebrating its 20th anniversary in 2022, Ignite reflects on two decades of success in digital marketing for the hospitality sector. The agency attributes its long-term success to three key elements: People, Partners, and Philosophies. Ignite has expanded internationally, opening offices in New York in 2017, Florida, and Milan in 2021, to better support its global clients. In 2020, Ignite launched Fuse, its e-commerce platform for hospitality, which has been adopted by leading UK restaurant brands and has delivered over £8 million in revenue for clients. Looking ahead, Ignite plans to continue growing its international markets and teams in the US and Europe.
7. <https://partners.techontoast.community/marketplace/ignite> - Ignite is an award-winning integrated marketing agency specialising in building hospitality, food & drink, and lifestyle brands in the digital space. The agency works with leading hospitality groups, including Marriott International, D&D London, Individual Restaurants, Drake & Morgan, Pho, Marugame Udon, Puttshack, Wasabi, Mission Mars, and Angela Hartnett. Ignite offers a comprehensive range of digital marketing services, from website design and digital advertising campaigns to CRM and loyalty programmes, branding and creative strategy, design & animation, photography & video, and social media & influencers. The in-house technology team builds websites, develops apps, creates games, and has developed its own e-commerce platform, Fuse. With offices in London, Florida, and Milan, Ignite has an international attitude and global reach.