

# Ideas that connect...

Manchester Evening News

## Marketing consultancy BDB undergoes MBO

A specialist in b2b marketing communications for over 30 years, BDB is based in Altrincham.

BY SHELINA BEGUM  
07:00, 5 SEP 2017



BDB's executive team

Greater Manchester marketing consultancy BDB has undergone a management buyout.

Matt Smith, managing director at the Altrincham-based agency spearheaded the buyout with the new executive team acquiring 100 per cent of the share capital from the founders Susanne and Henry Dixon.



PROLIFIC NORTH

A Week in My Life

## A Week in My Life: Dr Catherine Butcher, Deputy MD and Life Science & Health Director, BDB



By David Prior — 29 August 2017

This week Dr Catherine Butcher, Deputy MD and Life Science & Health Director, BDB, runs us through a week in her working life. To suggest another senior media or creative figure for A Week In My Life, please email [david@prolificnorth.co.uk](mailto:david@prolificnorth.co.uk).

### Monday 21st August

Monday marked the morning after the weekend before. A 30th birthday is equivalent to dog years in agency terms, so we took celebrations to new heights on our cruise to Bruges.

Bonding and team work were by any means necessary on our tram/train/taxi/boat to Zeebrugge, and before we knew it we were on our brewery tour at De Halve Maan. I was pleasantly surprised to find that it effectively combined science, history and beer, reason enough for the first 'cheers' of the day.



The BDB team in Bruges

Following our hazy return to the office on Monday, we were reunited with our well-received ideas boxes that had been safely left in the office following our summer company meeting on Friday. These team packs are a practical application of our ethos "Ideas that Connect" in action, as well as containing those everyday essentials of a decent notebook, pen, usb stick and portable phone charger. Most importantly, it contains a copy of 'A Technique for Producing Ideas', by James Webb Young and a fidget cube to help us hatch those incubating ideas and unleash our creativity.



PROLIFIC NORTH

- Jobs
- Employers Hub
- Awards/Events
- Con

News Marketing & PR Broadcasting Publishing Digital Fea

### Marketing Services

## The Wrap: Jon Hallowell, Creative & Brand Strategy Director BDB



By Stephen Chapman — 2 December 2016

Each Friday in *The Wrap*, one of the North's leading media and creative figures will be giving us their take on the news covered by Prolific North over the last seven days.

This week it's the turn of Jon Hallowell, Creative & Brand Strategy Director BDB.



And finally, if you were in any doubt about the potential for the good that technology can bring, spend a moment watching Corporal Frank Mouqué being transported back to Armentières in France, a town he helped to liberate at the end of WW2 using virtual reality.

I was going to end my 'Wrap' there but this quote from Thursday's *Breitbart* declares war on Kellogg's' story caught my eye, 'If you serve Kellogg's products to your family, you are serving up bigotry at your breakfast table'. When they say you couldn't write it they weren't kidding.

If this keeps up, 2017 looks like it will be even wilder.

So with that in mind, in the words Sgt. Phil Esterhaus 'That's it. Let's be careful out there.'

