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INVESTMENT YEAR: 2002

REALISATION YEAR: 2007

SECTOR: Technology

Integrated marketing communications agency

RLA (now April6) is a full-service marketing and communications group with offices in Bournemouth, Belfast and London. Clients have included Direct Wines, Goodyear Dunlop, Kingfisher plc, Teleflorist and Volkswagen Group.

We invested to support the company's growth, and from investment to exit RLA doubled its profitability, expanded geographically and developed its range of marketing services.

Livingbridge immediately saw the importance of RLA Media's offering and brought an in depth understanding of the sector. They had the vision, in what is generally a difficult time for marketing services, to see the strength of RLA and the opportunities going forward.

Roland Long
Chief Executive, RLA Media

Our partnership with Livingbridge has been invaluable in growing RLA to where we are today by helping us enhance our skills in automotive, retail and media. They have also been very supportive of our desire to become part of The Mission Marketing Group.

Simon Dodd
CEO, RLA Media

The right tools for growth

Talent



We appointed a succession CEO as part of the investment rationale, allowing the founder, Roland Long, to retire. We also supported the hiring of a Chair to further guide the company's growth.

Find top talent →

RLA Media timeline

1984 RLA Group founded

2002 Livingbridge invests

2004 Appoints new CEO, achieving succession for the founder

2007 Appoints Chair

2007 Livingbridge realises investment with sale to The Mission Marketing Group



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