

## PRESS RELEASE

London, 24 January 2018

### **Boutique experiential agency Bee rebrands as Hyphen**

New name and identity for Cosine Group's live events and experiential agency

Boutique live events and experiential agency Bee, part of Omnicom's Cosine Group, has kicked off 2018 with a complete rebrand – introducing a new name, logo and brand identity.

As of today, Bee will be known as **Hyphen**. The new name reflects its vibrant, creative proposition – to create connections for brands that cut-through the noise.

“Hyphen is all about creating moments that connect. Because when someone encounters your brand in person, they're 90% more likely to remember it. At Hyphen, we turn these encounters into connections,” said Luci Beaufort-Dysart, Head of Live Events & Experiential at Hyphen.

“Whatever our clients want to achieve, we deliver a complete end-to-end service designed to build genuine connections between audiences and brands. From sponsorship activations and experiential roadshows to festival experiences, conferences and PR stunts – the opportunities are endless.”

Hyphen creates experiential campaigns and live events for brands including: Merlin, Bumble, Mars Wrigley, Glanbia, LG, Shell and Nestle.

Recent activations include painting the town yellow for dating app Bumble, educating consumers on mobile payments for Shell, and capturing students' attention at Freshers' week for brands including: McVities and Skittles. The team is currently busy planning an experiential Valentine's Day installation for Bumble.

The Hyphen team is led by Luci Beaufort-Dysart, who joined Cosine Group in May 2017 from Madame Tussaud's, where she was Senior Global Brand Manager. Before that, she was Business Development and Brand Director at experiential and events agency TRO.

In 2018, the newly rebranded Hyphen plans to develop both existing and new client relationships, and deliver some best-in-class experiences.

“We see a real opportunity in the market for growth. Our ambitions for 2019 and beyond include further developing the team, being listed in the Top 20 Brand Experience Agencies League Table, and winning awards for our clients,” said Beaufort-Dysart.

Hyphen is part of the **Cosine Group** – an integrated group of brand activation agencies that deliver connected consumer experiences from insight to implementation. These include: **Cosine**, field sales experts, who integrate intelligence with brilliant people to maximise a brands sales and profits; **Axis**, which uses data to deliver deep insights and analysis for

smarter sales and stronger growth; and agile shopper and retail marketing agency **TPN**, which creates connected consumer communications and inspires people to buy in any channel.

“Being part of the Cosine Group means Hyphen’s creativity is underpinned by strategic insight. Having a firm grip on the data means you can make more informed connections and target the right people, in the right places, at the right moment,” said Beaufort-Dysart.

Cosine Group CEO Nick Jones added: “The Cosine Group offers a flexible, integrated service for our clients, with experienced specialists, working together in whatever configuration suits their needs. With Hyphen, we offer brands the opportunity to connect directly with their audiences through creative and engaging campaigns.”

To coincide with its rebrand, Hyphen has launched a new website at [www.wearehyphen.co.uk](http://www.wearehyphen.co.uk).

## **About The Cosine Group**

To tackle your wider business challenges, you need joined-up strategic thinking. That’s where we come in.

We take an integrated, proactive approach to maximising your sales, drawing on the expertise of the whole Cosine Group. First, we listen and learn. Gather all the relevant information. Next, we work with you, combining data, insights, sales expertise and creative thinking to help hone your strategy. And finally, we execute that strategy to deliver immediate sales and sustainable, long-term growth.

As an Omnicom company, we have access to a global agency network, enabling us to work with our brands across multiple disciplines. The Cosine Group was established in 2006.

Luci Beaufort-Dysart  
[lbd@wearehyphen.co.uk](mailto:lbd@wearehyphen.co.uk)  
+44 7711 462 717