

Expansion & Evolution: Purple rebrands to Wepurple



Introducing the Wepurple Americas team: Back row (left to right): Creative Mike Vazquez (Graphic & Digital Designer) moves from retailer to agency following an in-house role with IKEA Mexico, former Nestle marketing executive Maria Barrera (Operations Manager) and Creative Aldrins Maysse (Retail Designer), formerly of Tesla and Estée Lauder Companies among others. Front row (left to right): Alex Cook with Claudia Ugalde (Client Director) who joins from Weber Shandwick

Wepurple, the integrated design and marketing agency group, has expanded to a sixth strategic location and its first in the Americas region. Located in the “high-potential market” of Mexico City, the agency will support clients in travel retail and domestic channels across North, South and Central Americas as well as the Caribbean.

Wepurple Americas is spearheaded by Group Managing Partner Alex Cook, who has relocated to Mexico City from Singapore, where he was based for over 12 years. Cook has established an office in the Polanco neighborhood and made several initial hires, with more employees to join in the coming months.

With 2024 under way, Wepurple Americas is already delivering creative projects across the USA and Mexico, bringing the Group’s integrated services model to life across Retail & Interior Design, Graphic & Packaging Design, Digital Design & Development, PR & Communications and Production. The company said it seeks to make brand storytelling and consumer experiences more memorable

and enriching through an approach and philosophy they coin 'Purpling'.

Group Managing Partner and General Manager Americas, Alex Cook, commented, "As part of our mission to 'Purple the World', we have a clear focus on geographic expansion to serve more effectively global brands that are looking for solutions from partners that intimately understand the nuances of different markets. The global consumer landscape is increasingly complex and we want to be the ultimate trusted business partner to help our clients thrive. With established presence for the Group in Asia, Europe and South Africa, we've added some Latin salsa to the Wepurple recipe as we look to the Americas for future growth."

Group Managing Partner and Network Director, Olivier Grometto, added, "Blessed with a very strong core, the next chapter of Wepurple sees us make strategic investments to gain footholds in new markets worldwide. We see a lot of potential in placing an operation in the world's sixth largest metropolitan area and the interest in our Mexico move, with immediate client gains, is really encouraging. In Alex, we have a leader with a very dynamic yet human style, who is well-versed at building unified teams of creative marketers and fostering a culture that balances high performance and fun. The initial team in place bring excellent experience and are already proving themselves a credit to our Group. We look forward to attracting in more talent to support our growth in the Americas."

In parallel, the Group, headquartered in Singapore with established operations in London, Paris, Cape Town and Hong Kong, has officially unveiled the evolution of its name to Wepurple. With an ambitious road map of international growth the name protects the agency's brand in new international markets, while reflecting its cohesive, collaborative and inclusive approach.

Group Managing Partner Nick Sutton, based in London, said, "The evolution of our brand is a subtle but important move that supports our global ambitions and emphasizes the collaborative way in which we live out the purple qualities of wisdom, imagination and creativity. Our growing agency is galvanized behind our mission to 'Purple The World' and our brand now more clearly reflects that unity."