

MediaWeek

Kameleon launches with All3Media partnership

by Jennifer Whitehead Media Week 19-Sep-08, 15:00

LONDON - Branded content agency Kameleon, set up by former MindShare executives Richard Armstrong, Anthony Edwards and Mark Webster, is launching with a partnership with independent producer All3Media.

Armstrong was previously head of strategy at MindShare, and Edwards and Webster were head of content and sponsorship respectively before setting up Kameleon. The new agency's purpose is two-fold: to help companies that own content exploit their rights through partnerships with advertisers, and to advise brand owners on branded content and sponsorships.

All3Media owns production companies including Objective and Maverick, through which it produces shows such as Hollyoaks and Shameless. It plans to extend these companies' relationships with advertising via the partnership with Kameleon. Edwards said: "Brands are increasingly behaving more like content owners, developing and distributing their own entertainment. This is being driven by new platforms that provide exciting alternatives to the constraints of fixed media."

At the same time, All3Media has acquired Illumina Digital, a production company that creates content for multiple platforms. Previously, it has created online content such as Quizmania and teen comedy Wannabes. All3Media's digital strategy is headed by Andy Taylor, who joined in September last year from Channel 4, where he was managing director of new media.