

Bruin's latest acquisition: Design and branding agency Soulsight

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Bruin Sports Capital, the international media, sports, marketing and branded lifestyle investment company founded by George Pyne, the former president of IMG Worldwide Sports and Entertainment, today announced the acquisition of Soulsight, an award-winning strategic branding, design and creative agency headquartered in Chicago.

Bruin said that the acquisition “adds another dimension to Bruin’s portfolio of high-growth, next-generation enterprises which represent the vanguard of the new consumer-driven global sports economy.”

The company has partnered with conglomerates and brands including Campbell’s, Hershey’s, KraftHeinz, MillerCoors, Pepsico, Tyson, and Walgreens to manage, build, create and introduce products and services, worldwide. The acquisition represents an expansion into sport for Soulsight, which will operate as an independent entity within the Bruin Sports Capital group.

Pyne said: “We are pleased to announce the acquisition of Soulsight. The agency offers a unique proposition of difference-making capabilities that manufactures genuine growth and value creation. It is exactly the type of company the sports and entertainment industries will be excited about: original, creative and results-driven. We will work closely with Soulsight’s leadership team and bring the full capacity of our resources to propel their business plan and build on their momentum.”

The move marks the fourth marketing services related acquisition by Bruin Sports Capital in the last 12 months. Engine Shop, the sports, entertainment and marketing agency owned by Bruin, bought IEG, the US valuation and measurement specialist, plus the US brand consultancy of the ESP Properties agency, both from WPP’s GroupM.

Before that, it boosted its expertise in soccer and eSports with the acquisition of the relevant divisions of SA Studios Global, led by eSports pioneers Scott Debson and Jamie King.

It also acquired T Burns Sports Group, the consultancy launched just weeks earlier by Terrence Burns, the Olympic bid and marketing strategist best known for his work with the likes of Vancouver 2010, Sochi 2014, PyeongChang 2018, Russia’s bid to host the 2018 Fifa World Cup and LA 2028, and The Gamer Agency, an eSports strategy, event production and development company headquartered in New York.

David Abrutyn, partner, Bruin Sports Capital, said: “Consumer brands have long relied on the science of brand building and creativity to develop and transform businesses around the world. In sports and entertainment, brand building has too often centered on creating a logo and selling it. Soulsight’s comprehensive tools and creative resources will enable these properties - and the brands that invest in them - to expand and create lasting relationships with the modern consumer.”

Soulsight's partners George Argyros (chief executive), Adam Ferguson (chief creative officer), and Jim Pietruszynski (chief strategy officer), added: "This is an exciting and profound chapter for Soulsight. Our aim has always been to create breakthrough work that becomes a platform for business growth. Given Bruin's deep resources and peerless reputation as a catalyst of business transformation, this partnership will supercharge our goals."

Bruin launched in 2015 backed by a syndicate led by WPP, the UK-based advertising giant, which invested \$250 million in the company. The investment, which was matched by private donors, provided Bruin Sports Capital with \$500 million in buying power, the company said.

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