



DRPG Press Pack: 2025 Autumn Announcements

Behind the curtain.

This year marks an important milestone in our journey. Following the celebration of our 45th anniversary, we are now looking firmly to the future with the most ambitious investment programme in our history. The Autumn All-Team Briefing was designed not only to update our people but, for the first time, to open the doors to our media partners and give you an insider's view of how we are shaping the next chapter of **DRPG**.

Across our UK and international offices, we are investing more than £7 million in new facilities, expanding our presence in London, Manchester, Birmingham, Cologne, and the US, while also transforming our home at 212 into Europe's largest and most advanced communications campus. Alongside bricks and mortar, we are making bold moves in digital, creative innovation, and sustainability.

This press pack provides you with a tailored release, insights, and imagery from across the group. Whether you cover live events, film, digital, marketing, or corporate communications, you'll find stories relevant to your readership and a snapshot of the bold, innovative future we are building.

Thank you for joining us behind the agency curtain at **DRPG**, we are proud to share not just where we've been, but where we're going next.

If you missed the broadcast, please find the link to the recording [here](#).

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*The following release has been edited to highlight business updates most relevant to your publication. For more information on **DRPG**'s wider business updates please see the editors notes.*

DRPG Announces Landmark Year of Growth, Expansion, and Innovation

Creative communications group unveils record-breaking success, new offices, advanced tech investments, and thriving B2C delivery.

In the face of economic and political volatility, the group has outperformed market expectations, reaching its full-year revenue target of £60 million just nine months into 2025. This achievement has enabled bold infrastructure investments, including new regional sites in London and office expansions in Manchester, and the US.

DRPG's B2C experience delivery has also seen exponential growth over the last 18 months. Building on B2B foundations, the group has successfully delivered high-impact consumer activations for brands such as Santander, Tesco, INEOS and PICO. With activations across FMCG, automotive and global trade shows. **DRPG**'s expertise now spans both consumer and corporate markets, blending strategy, content, and immersive experience to drive ROI for their clients.

With demand growing for more immersive, personalised and tech-enabled experiences, **DRPG** has continued to evolve its solutions through focused innovation and rapid delivery. The group's '**DRPG** Labs' team has been instrumental in identifying, testing, and integrating new technologies into both client work and internal processes.

From AI-powered audience emotion tracking and avatar-led learning tools to virtual showrooms and experiential interfaces, **DRPG** Labs has helped push what's possible in content, experience, and communications. Many of these tools are now in regular use across the business and by clients globally.

Head of Innovation Nick Fagan said, "Innovation is about finding what actually works and applying it in ways that make a real difference. Whether it's AI, immersive environments or new experience formats, our focus is always on making things smarter, faster and more effective for clients. With the **DRPG** Labs and Digital teams, we're seeing real-world impact across both internal and client projects, and that's exactly where innovation should live."

In North America, TSEC has entered a new phase of growth within the DRP Group, marked by significant investment in its U.S. studio capabilities and the launch of a dedicated film unit. With expanded facilities, refreshed branding, and a strengthened North American presence, TSEC is now positioned to deliver fully integrated creative and production services for clients across global markets.

While many businesses have paused investment or scaled back their operations in a climate of political volatility and economic uncertainty, **DRPG** has moved decisively in the opposite direction, delivering strategic expansion, bold infrastructure investment, and a clear commitment to innovation, talent, and client service.

CEO Dale Parmenter commented, "We've had a phenomenal year. In our 45th year of business we've hit our numbers early, grown our offer in the right areas, and stayed true to who we are. We're in a strong position and building from it, not just to grow, but to grow in the right way, putting service, quality and creativity at the heart of everything we do."

To find out more about **DRPG**, click [here](#).

Notes to editors:

The following summaries outline each story that was covered within our broadcast. For further information, interviews with story leads from within **DRP Group** or any images, please contact Zac Goodman, Head of PR & Marketing (zac.goodman@drpgroup.com) on (07980 943530) or visit <http://www.drpgroup.com>.

1. London investment

In London, the purchase of a new office building on Dean Street in Soho marks a major step in the group's long-term commitment to creativity and production excellence in the capital. Alongside the facility, the London-based media team, particularly in film and animation, is expanding, supported by on-site production suites, creative workspaces, and a screening room.

2. Manchester expansion

Creative communications group **DRPG** has expanded its Manchester office space threefold to accommodate the rapid growth of its Northern team. The expansion reflects both the increasing scale of work being delivered from the region and the strong momentum the business continues to build across the North of England.

3. DigiLab innovation

Innovation remains a core pillar of **DRPG's** growth. Through its in-house teams at **DRPG** Labs and DigiLab, the group is exploring emerging technologies including AI integration, immersive presentation formats, virtual environments, and audience emotion tracking. These innovations are already being embedded into client work and production workflows.

4. Studio 212 upgrades

DRPG has invested significantly in its Hartlebury headquarters in 2025, with major upgrades to studio capacity, infrastructure, and support services. Its studios now accommodate up to 400 audience members with new air control, soundproofing, and technical systems.

Behind the scenes, **DRPG** has added a new in-house metal fabrication facility, a state-of-the-art paint spraying booth, and invested heavily in sustainable print production. These developments enable the creation of highly customised scenic environments and live experiences, with improved turnaround and greater quality control.

The 212 complex can now host over 850 delegates across all studio spaces, establishing it as one of the most advanced independent production complexes in the UK.

5. OWB Creative growth

Eighteen months on from joining the **DRP** Group, **OWB** has doubled in size, both in team and ambition. The Birmingham based creative marketing agency has seen exceptional growth across its campaign, comms, and strategy offering, driven by long-standing client relationships and new business wins. This growth comes alongside a refreshed brand identity.

6. B2C activations increase

B2C experience delivery has also seen exponential growth over the last 18 months. Building on **DRPG's** B2B foundations, the group has successfully delivered high-impact consumer activations for brands such as Santander, Tesco, INEOS and PICO. With activations across the Commonwealth Games and global trade shows, **DRPG's** expertise now spans both consumer and corporate markets, blending strategy, content, and immersive experience to drive ROI for its clients.

7. TSEC updates

Across the Atlantic, the group's US-based brand TSEC has undergone major development, including a studio refurbishment programme and the planned expansion to house its growing film and design division. This growth will enhance the group's ability to deliver integrated global production services across time zones and territories.

8. People Panel (Internal & culture updates)

The **DRPG** People Services team has been evolving benefits and introducing Employee Resource Groups (Neurodiversity, Family, and New Starter Networks) to build stronger internal communities. **DRPG** also achieved the Silver Employer Recognition Scheme Award through the RAFC and Level 2 Disability Confident status, underlining its commitment to inclusivity.

The group's NextGen Board has revitalised internal recognition through Quarterly Values Awards and Monthly Heroes Awards, ensuring contributions are celebrated more regularly. They also spearhead Sparks, **DRPG's** annual outreach programme to inspire young people into creative careers.

Through the Learning Academy, **DRPG** has prioritised skills development aligned to real-world application, spanning leadership, technical expertise, and creative thinking. Recent AI learning sessions have ensured teams feel confident adopting new tools and working smarter as technology evolves.

11. Sustainability

On the sustainability front, an investment into BOSS app, produced by Syntiro Associates, is now live across events and productions at **DRPG**, offering real-time data tracking on environmental impact and enabling clients to evidence the success of its sustainability strategies.

12. CSR & recognition

The group's people strategy continues to drive results, both internally and in the community. In 2025, **DRPG** committed to delivering 45 CSR projects and winning 45 awards. The year has seen major wins across client projects, business innovation, and individual recognition, again, with a target for 45 awards set to be achieved in 2025.

Leading images



Boilerplate

DRPG is a global creative communications group. The group creates and delivers integrated communications solutions and experiences for an industry-wide range of clients and brands, for both external and internal audiences worldwide.

Contact

For more information about **DRPG**, please contact Zac Goodman, Head of PR & Marketing (zac.goodman@drpgroup.com) on (07980 943530) or visit <http://www.drpgroup.com>.