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## JAMES GROUP MERGES WITH UK'S SPIRIT MARKETING



New York City's James Group will merge with Belfast, UK's Spirit Marketing Group. The merger marks a change in ownership from James Group founder James Connor, to Paul Blakely and Enda McShane. Blakely was formerly a creative director at The James Group. Enda McShane owns Spirit Marketing Group, which has four offices in the United Kingdom. The firm specializes in providing marketing services to shopping centers in the UK and Ireland. Connor will remain at The James Group for the next year as a branding consultant. The James Group is a branding and advertising agency in New York City that serves mid-sized clients nationally.

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