

Report: IBM iX Named Largest Digital Agency in the UK by Econsultancy

IBM iX tops Econsultancy's Top 100 Digital Agencies annual report for the first time

London, U.K. - 22 Jun 2016: IBM (NYSE: [IBM](#)) today announced that [Econsultancy](#) named IBM iX the UK's largest digital agency in its [Top 100 Digital Agencies Report](#). The annual ranking is based on an evaluation of advertising, media and marketing services agencies and networks.

The Top 100 Digital Agencies Report represents the definitive listing of the UK's largest digital agencies and provides an in-depth analysis and commentary on the state of the industry. For the first time, IBM iX garnered the top ranking, highlighting its growth, deep talent and track record creating engaging experiences through a combination of digital, creative and design skills.

IBM iX is a next-generation services organisation dedicated to creating personalised experiences. Services span industry strategy, creative and design, to scalable digital, commerce, analytics, mobile and wearable platforms. IBM iX specialists work side-by-side with clients across more than 30 global IBM Studios to co-create innovations that drive results.

"Creating engaging experiences takes a combination of digital, creative and design skills to provide transformative ideas that lead to digital reinvention," said Matt Candy, European Leader, IBM iX. "This recognition only goes to encourage the focus of IBM iX in addressing the gathering pace of transformation for clients in the UK, which is driven markedly by the advent of cognitive technology and design."

Using IBM Design Thinking, advanced analytics and a deep understanding of customer needs, IBM iX works closely with clients across industries to connect with customers, employees and stakeholders in meaningful ways at every interaction and with the technology platforms and applications needed to keep pace with rapid digital change.

For example, IBM iX recently worked with Unilever to create an interactive Flavour Profiler for Knorr, designed to bring cognitive capabilities using IBM Watson to engage with consumers. This was a unique insights tool incorporated into Knorr's recent campaign 'Love at First Taste' which helps consumers understand more about their personal flavor profile and provides tailored recipe recommendations and in this learning context, enables them to share the insights, too.

For more information on IBM iX, visit ibm.com/ibmix

About IBM iX

IBM iX is a next-generation experience design and digital consultancy. We bring together a unique combination

of strategy, consulting, creative and design, analytics and systems integration capabilities to create and deliver personalized experiences at every touch point to drive growth and transform the way individuals engage with brands.

We use disruptive thinking, visioning workshops, and cross-industry expertise to help our clients to imagine the realm of the possible and redefine their company's role in the world. We design a blueprint of the people, processes, and technologies that are necessary to effectively make a business a user-centered organization.

About Econsultancy's Digital 100 Report

The Top 100 Digital Agencies Report is the definitive listing of the UK's largest digital agencies.

The guide features in-depth analysis and commentary on the state of the industry, along with useful information to help client-side professionals choose the right partner to help achieve their business goals.

<https://uk.newsroom.ibm.com/2016-Jun-22-Report-IBM-iX-Named-Largest-Digital-Agency-in-the-UK-by-Econsultancy>