

wilbert:

The Wilbert Group acquires acclaimed Atlanta brand design firm IMBIBE

Combined agency enhances capabilities to help
companies understand, define and tell brand stories



Caroline Wilbert, president of The Wilbert Group, and Ben Friedman, founder of IMBIBE

(ATLANTA) Jan. 17, 2020 — The Wilbert Group, an Atlanta-based public relations firm focused on corporate, professional services and commercial real estate clients, today announces its acquisition of brand design firm IMBIBE. The move creates an agency with more than \$5 million in annual revenue and a newly impactful suite of capabilities.

“We have long encouraged our clients to work with IMBIBE because they are the very best at understanding and defining a company’s story, which makes us as PR professionals more effective at telling that story consistently in the marketplace,” said Caroline Wilbert, president of the Wilbert Group. “When I had the opportunity to marry our companies, it was a no-brainer. We are adding capabilities, clients and team members, but it is more significant than that. This acquisition will fundamentally transform who we are as a company and the impact we can have.”

IMBIBE specializes in creating new brands, then helping implement those brands in a variety of mediums including print, environmental and digital. These services complement Wilbert, which has made its mark by consistently and powerfully telling client stories through a mix of channels including media relations, social media and onsite activations. Wilbert also is known for crisis communications, essential for companies to protect their brand reputations.

IMBIBE and Wilbert have worked alongside each other for years with shared commercial real estate clients including CBRE Global Investors, North American Properties and mixed-use developments High Street in Dunwoody, Fenton in Cary, NC and OAK in Oklahoma City. Prior to starting IMBIBE, principals Ben Friedman and Lea Friedman worked for brands such as the International Olympic Committee, The Coca-Cola Company, Kilpatrick Townsend and The Republic of Trinidad and Tobago.

“I am excited about joining Wilbert because I know we can do more together than either company can do separately,” said IMBIBE founder Ben Friedman, who now serves as senior vice president at Wilbert. “I have had the good fortune of working alongside many members of the Wilbert team, and I know they are passionate, smart and creative. They are the best at what they do, and together we will do deeper and more meaningful work for the companies we serve. For clients, the experience will also be more seamless since they will now have a ‘one stop shop’ for their branding, PR and communications needs.”

With the acquisition, Wilbert grows to 28 full-time team members. The news comes three years after Wilbert acquired PR firm SPR Atlanta, and on the heels of considerable organic group. Wilbert’s footprint stretches across the Southeast, with clients in Florida, Georgia, North Carolina, South Carolina, Tennessee and Alabama. The agency has done work across the U.S. on behalf of its clients.

“At Wilbert, we have evolved our definition of public relations during the last four years. While media relations is still at the heart of the firm, we also help our clients tell their own stories by creating compelling content and pushing it out to the right audiences, largely on social media. I look forward to seeing how we continue to grow both our capabilities and our revenue with the infusion of talent from IMBIBE,” said Wilbert Executive Vice President Mark Braykovich. “The key to our success has been creating and executing programs that truly drive our clients’ business goals, and we will be able to do that even more effectively going forward.”

For more information, visit www.thewilbertgroup.com.