

Top Worcester design studio BEARD joins Marketing + Technologies Group

30 January 2026

In a significant move for clients of both businesses, one of the Midlands' most distinctive design studios, BEARD, has officially joined forces with Marketing + Technologies Group, a full-service international marketing agency also based in Worcester.

Alongside working with clients including Red Bull, Microsoft and Guy Ritchie, BEARD has been responsible for the rebranding of World Snooker (to WST) and the creation of the Worcestershire Rapids brand. The agency was also pivotal in the recent relaunch of Worcester Warriors rugby team, with the kit reveals filmed at Midland Road Studios, also part of the M + T Group.

The management teams first met and hit it off in 2024 on the BEARD Terrace at Worcestershire County Cricket Club's New Road ground, with BEARD making the decision to move into the M+T Group building, located in Shrub Hill, soon after.

Rob March, Managing Director and founder of BEARD commented, "Many people will know us locally from our work with the Worcestershire CCC or the Warriors – although a lot of folks remember us from our former office location on The Butts in the city centre. We're really proud of our new base though, especially with the studio facilities it offers and the wider teams that we now have access to as part of the M + T Group.

“Having worked together for over a year now, the teams are well integrated; with everything from design, branding, illustration and web development to 3D animation, writing, filming, translation, public relations, events, training and software development all in one location. It feels like we’ve both brought a missing piece of the puzzle to one another – we’re just excited to shout about it now.”

Roland Renshaw, CEO of the M + T Group, is similarly enthused. “We’ve always provided full-service marketing solutions to both SMEs and multi-national companies. Those customers all typically want the stability and professionalism of a large agency, but with strong creativity thrown in there too – which is very much where the BEARD team comes in.”

Both parties see making BEARD a part of the group as a natural progression. It helps build a collaborative culture within the organisation, while simplifying a host of administration tasks and effectively providing single source supply to customers of both businesses.

You can watch how the BEARD team decorated their new office space here:

<https://markettechgroup.com/services/illustration-animation/murals/>.

Image captions:



Image 1: Dave Webb (left) Creative Director and Rob March (right) Managing Director and founder of BEARD outside their new dedicated studio located at Progress House in Worcester Shrub Hill, home of Marketing + Technologies Group.



Image 2: Dave Webb (left) Creative Director and Rob March (right) Managing Director and founder of BEARD discussing mural artwork created by Dave Web standing in front of the HD video wall in Midland Road Studios, located across the corridor from their new dedicated studio located at Progress House in Worcester Shrub Hill, home of Marketing + Technologies Group.

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

About Marketing + Technologies Group

The [Marketing + Technologies Group](#) is a vertically integrated marketing services organisation currently comprising five business units that each have a unique skill set, but share a culture of working hard to excel at what they do and bring genuine innovation to every aspect of communication. Together they deliver an unrivalled marketing service for any business or organisation.

Brand + Design / Events + Exhibitions / Digital + Web / 3D + Virtual / PR + Marketing
/ Translation + Documentation / Film + Video / Illustration + Animation

Editorial contact:

Marketing + Technologies Group

Progress House, Great Western Avenue, Worcester, WR5 1AQ

Tel: [+44 \(0\) 1905 917477](tel:+44(0)1905917477)

hello@markettechgroup.com

markettechgroup.com/