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Point Global Marketing joins US\$45 million Purposewrx Agency Collective

/ Our Today administrator



Javette Nixon, Point Global Marketing CEO.

Jamaica-owned marketing consultancy firm Point Global Marketing (PGM) and 10 other international, independent, professional services companies have joined forces to launch the Purposewrx Agency Collective.



to deliver integrated solutions across marketing strategy, innovation, branding, employee engagement, advertising, design, PR and media among others, that power organisations in today's purpose-driven world.

Point Global CEO Javette Nixon said this move represents the growth mindset of his organisation.

"We're very proud to be a part of this coalition and believe this speaks to our growth mindset as a group. The PGM family is always interested in working with and learning from likeminded individuals as the landscape is ever-changing – so should we. I am proud of my team and we are excited about what is to come," Nixon said.

CUTTING EDGE TECHNOLOGY SOLUTIONS PAIRED WITH HUMAN EXPERTISE

PGM, with businesses throughout the Caribbean and North America, says it aims to combine human expertise with cutting edge technology solutions to solve business challenges.

The founding Purposewerx members include:

- International emerging brands consultancy Point Global
- Global purpose consultancy Innate Motion
- Advertising and multicultural agency We Believers
- Digital marketing and design agency Matchfire
- PR and marketing communications firm Bliss Impact
- Media specialists Truth + Unity
- Equity change manager Provoc
- Social impact advisors ChangeX



- Charitable giving solutions provider in/PACT
- Employee activation firm Give To Get

According to Nixon, each firm included in this group has a proven track record of delivering innovative solutions that build brands and inspire action to multinational corporations, emerging brands, start-ups, and non-profit groups.



Co-founder and CEO of Purposewrx Brian Powell.

“By joining forces with organisations such as this one, PGM will not only have more opportunities to make a greater impact locally, but also on a global scale. We will have opportunities to collaborate, which is one of the most important elements within our sphere,” he added.



support companies, causes, consumers, and communities. We recognise that better ideas and the best execution arise from the collaboration of multiple firms and leaders within our collective. Our model is to seamlessly match the team with the problem we are tasked with solving.

The founding Purposewerx cohort represents a combined US\$45 million in annual revenue.

Many of the world's best-known companies – including Unilever, Salesforce, L'Oreal, Coca-Cola, Walgreen's, AT&T, Target, Burger King, E-Trade and many more – are already working with founding members.

In hand with trusted partners, each Purposewerx company will provide current and future clients expanded data-and technology-driven solutions with unmatched depth and expertise.

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