

DJM's Corporate team advise on "piece of cake" deal

Douglas-Jones Mercer's corporate team are delighted to announce that it has recently advised on an investment arrangement between the London based Audere Capital and Cake Communications.

Audere Capital acquired an equity investment in the PR company Cake Communications in Q2 of 2013.

Audere Capital focuses on investment opportunities primarily in startup companies in the media, technology and fashion sectors and at end of Q2 2013 investments made-to-date totalled £1.9Million.

Cake Communications, established in 2011 by award-winning PR consultant, and former journalist, [Sara Robinson](#), is an independent communications agency offering multi-platform communication campaigns, digital strategy, social media management and training.

Cake's client list includes organisations in the legal, healthcare, education, retail, property, technology and charity sectors.

Cake Communications was voted Chartered Institute of Public Relations Outstanding Small Consultancy of the year 2013.

Sheraz Akram of the Douglas-Jones Mercer Corporate team commented that "amongst other benefits the investment facilitated the creation of a new Canary Wharf office for Cake which will allow Sara and her team to capitalise on broader markets. I am certain that this investment will see Cake's turnover and client roster expand rapidly."

[Sara Robinson](#) the managing director of Cake stated "It is genuinely a pleasure to work with the DJM team. Their advice is responsive, clear and no-nonsense, really getting to the heart of the issues in question. The service was of a quality above and beyond anything we have experienced previously. Additionally they really understand the commercial world and the pressures we operate under. I wouldn't hesitate to recommend them to businesses looking for high-quality legal services."

See Cake Communications article published on 1st August 2013

[Cake Communications article](#)

See Insider article published on 6th August 2013 at 09:22 am

[Insider Article](#)

See PR Week article published on 6th August 2013 at 1:40 pm

[PR Week article](#)

See Wales on Line article published on 20th August 2013 at 18:58 pm and the "business" section of the Western Mail on 20th August 2013

[Wales on Line Article](#)



Sheraz Akram, Douglas-Jones Mercer, Sara Robinson, Cake Communications and Richard Alvin, Audere Capital