



"Proving and improving the value of public relations" - Paul Holmes

The Holmes Group is dedicated to proving and improving the value of public relations, by providing insight, knowledge and recognition to public relations professionals.

The Holmes Group was founded in 2000 by Paul Holmes, publisher and CEO, who has more than two decades of experience writing about and evaluating the public relations business and consulting with both public relations firms and their clients. Every year, the Holmes Report's delivers — not only the most sophisticated reporting and analysis on PR trends and issues — but also the industry's most sought-after awards and events around the world.

Paul Holmes

Founder & CEO

E: pholmes@holmesreport.com

Aarti Shah

Head of Strategic Partnerships & Operations

T: +1 510 808 5855

E: aarti@holmesreport.com

Patrick Drury

Account Director

T: +1 732 299 1847

E: pdrury@holmesreport.com

North America

The Holmes Group 271 West 47th Street Suite 23-A New York, NY 10036 +1 212 333 2300

Arun Sudhaman

President & Editor-in-Chief

T: +44 1767 261 082

E: arun@holmesreport.com

Celeste Picco

Administrator

T: +1 212 333 2300

E: cpicco@holmesreport.com

Annabel Davis

T: +44 (0) 203 238 2048

E: adavis@holmesreport.com

Europe

The Holmes Group 6 Sussex Mews West W2 2SE United Kingdom +44 (0)203 238 2048



FOREWORD BY PAUL HOLMES



The pace of change in the public relations has never been faster than it is today. And it's a safe bet that it will never be this slow again.

That's true if you are in the agency world, where the competitive set is changing as once distinct disciplines converge, as advertising agencies come to recognize the power of earned media, as digital agencies deliver vast quantities of content, as management consultants offer advice on branding, positioning an reputation.

It's equally true if you work within a major corporation or any other significant institution. There is a growing C-suite recognition that corporate reputation is mission critical, that stakeholder relationships can reduce the friction of doing business—or halt commercial progress dead in its tracks.

But at the same time there are questions about who should be responsible for reputation. Modern marketers are coming to realize that they can't do their jobs properly without making sure that employees understand brand positioning, without a crisis plan, without an understanding of the regulatory landscape, with a CSR strategy. Employee communications, crisis management, public affairs, CSR all these are now critical functions of marketing, so it is no surprise that CMOs are increasingly treading on CCO toes.

This is largely a problem of the industry's own making. For years, public relations people allowed themselves to be restricted, focusing on earned media (when paid, shared and owned channels are equally effective in managing stakeholder relationships), defining their role in terms of communication when it is actually policy—how an organization behaves rather than what it says—that defines its relationships.

But this publication does not exist to provide a critique of the industry's past shortcomings. Rather, it is a celebration of those individuals, companies, agencies, and campaigns that demonstrate how public relations can remain relevant—can in fact take on an expanded and more critical role—in this changing environment.

Over the course of the year, The Holmes Report hands out a host of awards: our SABREs, of course, recognizing Superior Achievement in Branding, Reputation and Engagement; Agency of the Year honors in a variety of categories; Best Agency to Work For honors; the Influence 100 list of the most powerful in-house communications executives and in Innovation 25 lists of people shaping the future of our profession.

And we do it globally, in the Americas, in the EMEA region, in the Asia-Pacific.

For that reason, this book provides a unique snapshot of public relations world in 2016. By highlighting what is best, it provides a benchmark for professionals and the companies they work for. Compiling it is a fascinating and rewarding experience. We hope you find it a valuable resource.





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THE 2016 AGENCIES OF THE YEAR GLOBAL FINALISTS



GLOBAL AGENCY OF THE YEAR FINALISTS

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KETCHUM

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OGILVY PR

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WEBER SHANDWICK

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D DAY ONE AGENCY

DERSPECTIVE PERSH



The 2016 North America PR Agencies of the Year are the result of an exhaustive research process involving more than 150 submissions and 50 face-to-face meetings with the best PR firms across the US and Canada.

Winners were unveiled at the 2016 North American SABRE Awards on May 3 at Cipriani New York.

LARGE PR AGENCY OF THE YEAR COHN & WOLFE (WPP)



It's doubtful whether Cohn & Wolfe has ever, in its illustrious 45-year history, enjoyed a run of success comparable to its performance over the past couple of years. Under the leadership of global CEO Donna Imperato and president of the Americas Jim Joseph, the firm has grown by 45% over the past couple of years, 25% organically—and was up 16.3% in North America last year.

That's even more impressive when you consider the extent to which it has outperformed most other big agencies—and its WPP sister companies in particular. And when you consider that less than a decade ago, C&W was viewed by many observers as living on borrowed time after years of decline. Or when you consider that it has grown in part by beating its mostly larger peers (including the other firms on this shortlist) for new clients like Hyatt's lifestyle and luxury brands, 20th Century Fox, Newell Rubbermaid, Dick's Sporting Goods, and Galderma's Excipial.

There have been additions to the talent pool as well, including a new executive creative director for the US business. Emanate

veteran Scott Cocchiere; corporate practice leader Laura Ryan; and new MDs in Atlanta and Austin. And having established itself over the past couple of years as an employer of choice—it was our Best Large Agency to Work For—its internal initiatives continue to impress, including its new knowledge sharing and collaboration platform.

EDELMAN (DJE HOLDINGS)

Finalist

It's a testament to the high bar Edelman has set—for itself and for other global agencies that its 2015 growth of 7.2% disappointed some observers, despite bettering all but one of its 10 largest rivals. Its North American business—still the largest and most mature part of its business—was up by 8.5% to \$523 million, with strong contributions from the Chicago office and the corporate and financial categories (the firm figured in the top 10 on the mergermarket listing of M&A advisors and has been doing CEO positioning work for the likes of United Airlines and Viacom).

But while other large agencies struggle to adapt to the new digital and social environment, it's the "non-traditional" part of Edelman's business that continues to drive much of its success: the United Entertainment Group business it acquired in October 2014 doubled in size last year, and pure digital revenues were up

by about 10%; the firm has hired more than 400 creatives and planners for its multi-channel content creation operation; and the firm now manages more than 900 social media communities for clients from Olive Garden to Disney.

New business came from global clients like Samsung and in the US from Cracker Barrel, Florida Citrus, KFC, and Ticketmaster, and new hires included Kathryn Beiser from Hilton to head the global corporate practice, Bob Knott from FTI to lead social purpose; and Tom Potts from Lowe Porfero to lead paid media.

GOLIN (INTERPUBLIC GROUP) Finalist

Ever since the restructuring of its business around the "g4" model (communities of explorers, creators, connectors, and catalysts replacing the traditional practice structure) five years ago, Golin has been on a tear. It has committed to its "Go All In" positioning, and introduced a new proposition focusing on brand relevance, and it has doubled down on digital and content creation.

So have many others, of course, but relatively few of them are seeing the kind of growth that Golin has enjoyed over the past few years (up 8% in 2015). The firm had arguably the best new business performance of any top tier agency last year, with new work from Abbott

(diabetes care), Adobe, Astellas, Cancer Treatment Centers of America, Carnival Cruises, Clif bars (corporate and consumer, with a nutrition focus), ConAgra, GSK (Flonase), Hyatt (corporate work, expanded to included the main hotel brands), L'Oreal (social purpose as well as beauty brands), and Sprint.

The firm is enjoying success in its traditional consumer space (introducing the all-day breakfast menu at McDonald's), in healthcare (where the VirgoHealth brand has expanded its medical education credentials), in corporate (crisis and issues and corporate purpose), and perhaps most notably in content, where the acquisition of highly-regarded creative shop Brooklyn Brothers has the potential to be a real game changer.

KETCHUM (OMNICOM GROUP)

Finalist

With growth in the mid-single digits, Ketchum's financial performance has not kept pace with its most impressive competitors, but the firm continues to innovate—a new approach to influencer marketing that draws on sophisticated analytics and the trademarked StoryWorks storytelling methodology, for example and to produce award-worthy work at a rate few of its peers (only Edelman received more SABRE nominations this year) can emulate.



The quality work ranges from CSR (like Michelin's efforts to promote tire safety or ConAgra's efforts to combat hunger) to content creation (Gillette's partnership with "Stark Industries," Wendy's "baconator" campaign) to a surprising depth of crisis counseling (drawing on recent expertise in data security and college scandals). It was a strong new business year too, with wins like Dun & Bradstreet, Etihad, General Mills, Janssen, Lenovo, Samsung Mobile, and USDA, and additional work from seven-figure clients such as Chase, Johnson & Johnson, H&R Block, Pfizer and IBM, And of course Ketchum continues to emphasize employee recruitment and engagement, gamifying its approach to finding new employees (particularly those from non-traditional backgrounds) and expanding its "Race to Make It Real" initiative.

WEBER SHANDWICK (INTERPUBLIC GROUP) Finalist

It's not just the growth—though with fee income up by 11% last year, Weber Shandwick continues to outperform its peers and is now close to a tie for the world number one—but the well thought-out "employee experience" that drives it. It's not just the new business success—assignments from the American Cancer Society, Mapquest, Merck, NASDAQ, New York Life, Nielsen—it's the 96% retention of top 50 clients.

It's not just the new and diverse talent—SVP of digital and strategic planning Scott Davis from Phenomenon; creative in residence Matt Horton from Morsekode; MD of corporate content Brett Pulley, former dean of Scripps Howard School of Journalism & Communications; executive editor-in-residence Vivian Schiller, formerly of Twitter and NBC News—it's the strong and stable leadership team, including global CEO Andy Polansky and president Gail Heimann, and North American president Sara Gavin.

It's not just the award-winning creative work—from CSR for Pedigree to B2B marketing for Ricoh to consumer brandbuilding Budweiser and Mattel to issues management for Florida Hospital Association—it's the engagement approach (analytics, creative, strategy, production, integrated media execution) that underpins it.

And it's not just the core Weber Shandwick business, it's the "ecosystem" that includes public affairs brand Powell Tate, multicultural marketing specialist Axis, KRC Research, multichannel content agency Creation. All of that makes Weber Shandwick arguably the world's most complete public relations firm.

MIDSIZE PR AGENCY OF THE YEAR

Y D

W2O GROUP (INDEPENDENT)



Fifteen years into its founding, the W2O Group has followed an astonishing growth trajectory that's fueled by its ability to leverage precise, custom analytics to inform strategy and creative for clients. With its blend of proprietary algorithms, platforms and approaches, the W2O Group stands out amongst its peers — larger and smaller — for making analytics a core part of its business.

W2O has demonstrated clients are willing to pay for analytics as the holding group bounds towards the \$100m threshold. Global revenue is up 15% to \$95m with profitability nearing 20%, while headcount is around 425. The tenure of its top 20 clients is notable with many with relationships exceeding seven years. US offices include Austin, Boston, Chicago, Los Angeles, Minneapolis, Napa, New York, San Francisco (HQ) and Silicon Valley.

Prior to last year, the analytics offerings was somewhat disparate across the firm. But under the



leadership of CEO Jim Weiss and president Bob Pearson, W2O's analytics was centralized to equalize access across its agency brands — WCG, Twist, and Brewlife. The agency brands have each carved its own niche across W2O's practice areas (mostly healthcare and technology with ambitions to grow further beyond this). Twist surpassed WCG as the largest operating company within the group (\$48m) with a focus on healthcare, pharma and biotech. WCG closed the year at \$39m with its clients split almost evenly across health and tech, meanwhile Brewlife is around \$10m focused on emerging brands in the healthcare space.

Yet, W2O's most distinct market differentiator remains its analytics offering that includes MDigitalLife that maps the footprint of more than 700,000 health ecosystem profiles; the "SocialGraphics" analytics operating system that pulls data from a host of sources for statistical analyses; the Digital Health Influencer Index which is a proprietary database; and Inception, an analytics-driven crisis tool.

Notable work includes Sanofi "Flu + You" to raise awareness around the importance of flu vaccines, Tejava Tea "Nothing is Perfect" for influencer targeting and LAP-BAND "It Fits" a brand revitalization effort.

ALLISON + PARTNERS (MDC PARTNERS) Finalist

Allison + Partners continues to impress with another year of remarkable business performance, continued global scale while also growing its service offerings. CEO Scott Allison has built the firm — now in its 15th year — around a commitment to operating under a single P&L.

Revenues were up more than 30% to \$48.8m and headcount is now 300 across operations in the US (which accounts for 91% of revenue and 225 of its employees), Europe and Asia. The firm's 13 US offices are San Francisco, Silicon Valley, New York, Los Angeles, Washington DC, Chicago, Dallas, Phoenix, San Diego, Seattle, Boston, Portland and Atlanta.

Driving this growth was significant client wins including Fox Home Entertainment, Polycom, Focus Brands Restaurant Group (Moe's Southwest Grill, Schlotzsky's and McCalister's Deli), and Energy Upgrade California, while also growing longstanding clients like Toyota, Sony and Samsung.

While Allison is mostly known for its consumer and technology expertise, increasingly the MDC-owned firm is gaining momentum as a corporate player. Corporate work now represents 27% of its overall revenue and 80% growth since 2014 with clients that include

Adecco, Deloitte Digital, Flowserv and Materne. Meanwhile, the firm is also making notable strides in healthcare by doing In2 SABRE award-winning work on Dignity Health's Great Kindness Challenge. Last year, its consumer practice changed hands to Corey Martin while adding big-name clients such as Nike, Pinterest, Tiffany and Seventh Generation.

Last year, Allison also unveiled its formalized research, content, creative, digital and measurement division called All Told that now represents about \$5m in revenues. Led by Cathy Planchard, All Told recently added video production specialists, animators, illustrators and producers in the US and Thailand. Allison has also launched its first annual Influence Impact Report that revealed influence only begins when consumers make a decision to move toward purchase, among other insights.

FINN PARTNERS (INDEPENDENT)

Finalist

Since it gained its independence from Ruder Finn five years ago, Finn Partners has been growing in equal parts through acquisition and organically, a pattern that continued in 2015. The firm ended the year with fee income of \$71 million, up 35 percent, enough to rank as the number six independent in the US.

That growth included the expansion of its tech capabilities —long the firm's largest practice,

now supplemented by the acquisition of San Francisco-based specialist Horn Group—and its healthcare capabilities, with the appointment of Hill+Knowlton and Makovsky veteran Gil Bashe to add pharma expertise and lead the practice. It also broadened its geographic reach, acquiring and merging Nashville-based communications firms DVL Public Relations & Advertising and Seigenthaler Public Relations.

Highlights of the firm's work range from public education work on behalf of the US Consumer **Products Safety Commission** to free trade awareness for the South Korean embassy, from a celebration of marriage equality for the Greater Fort Lauderdale Convention & Visitors Bureau to a campaign against domestic violence for NoMore. org (a coalition including Avon, Kaiser Permanente, Mary Kay and several NGOs). The firm also continues to focus on creating a winning workplace—it was ranked among our Best Midsize Agencies to Work For last year—and thought leadership ranging from an examination of the changing healthcare ecosystem to an exploration of the factors that inspire employee loyalty.

MARINA MAHER COMMUNICATIONS (OMNICOM GROUP) Finalist

As a general rule, midsize firms have been outperforming their larger competitors over the past four or five years, so it's no surprise that one of the jewels in the Omnicom crown is Marina Maher Communications, with revenues believed to be in the \$40-45 million range a fraction of the size of the holding company's global players.

A longtime leader in the consumer category, MMC has more recently established itself as a significant player in healthcare (under its own and the Rx Mosaic brand). The firm's status in the former category was underlined in 2015 when it led Omnicom's MMK+ offering (which adds international reach from Ketchum and others to Marina Maher's US expertise) to significant gains in the P&G agency consolidation: MMK now represents the consumer products giant globally on its Olympics program, fabric care brands (Tide/Ariel, Gain, Downy-Lenor), Herbal Essences and Head & Shoulders.

The firm also partners with sister agencies in the healthcare arena on Johnson & Johnson's Acuvue brand, Bayer, Merck, Celgene (Abraxane), and Pfizer (Pristiq). Additional new business came form Johnson & Johnson corporate, Reckitt Benckiser (the KY and Durex brands) and Galderma (aesthetics and correctives) and on the Rx side with Pfizer, Roche Diagnostics, and Teva Pharmaceuticals.

Just as impressive, however, is the firm's effort to stay ahead on the curve in areas such as data and analytics, digital and social, and content creation, with the additional of new digital strategy hires Edwin Endlich (formerly of Comedy Central and Grey Advertising) and Mike Rosich (formerly Razorfish) and the formalization of its RISE (Real Time, Insight Based, Strategic Engagement) approach.

MWWPR (INDEPENDENT)Finalist

Since buying itself back from Interpublic five years ago, MWW has recovered the swagger that made it one of the nation's top independents prior to its IPG deal. With fees now north of \$50 million, the firm is among the top 10 independents in the US, with eight offices (and a boutique operation in the UK) and a staff of more than 240.

It has core strength in corporate communications (including robust executive communications and crisis management operations), public affairs (in the nation's capital as well as its native New Jersey and California), and consumer (with a focus on challenger brands), with research and insights and digital and social expertise that cuts across practices.

But it has also been developing some market-leading niche capabilities, via the acquisition two years ago of LGBT+ specialist Macias Media Group and this year the addition of Bret Werner, co-founder and former Managing Director of Catalyst, who has joined MWWPR as Chief Client Officer and Executive Vice-President. Brett is responsible

for leading strategy, growth and deepening client relationships across all practice groups and offices. Other key additions including Don McIver, returning as chief people officer, and Michelle Gordon from Horizon Media as senior VP, research and insights, but the core leadership team—CEO Michael Kempner and executive VPs Carreen Winters, Alissa Blate, Bill Murray, and Rich Tauberman—have been together seemingly forever.

Similarly, the client list is a mix of the long-tenured (Nikon, 1800 Flowers, Tyson, ConnectOne Bank and Deloitte have all been there for more than a decade) and new work for the likes of Virgin America, Red Lobster, Frito-Lay, TomTom, and Opera Software. Interesting work ranges from CSR for Subaru to health programming for Walgreens, from public affairs support for the Dominican Republic (around immigration issues) to LGBT community outreach for Doritos.

SMALL PR AGENCY OF THE YEAR



M BOOTH (NEXT15)

Two years ago, competitors might have raised questions about M Booth's future. The firm was acquired by Next Fifteen in 2009 and so some wondered whether founder Margi Booth would stick around after her earn-out, while others asked whether Dale Bornstein, brought in from Ketchum as CEO in 2013, would settle in a smaller, more entrepreneurial environment.

Consider those questions answered: Booth continues to play a significant role in her own firm, while taking on an expanded role with the parent company, and under Bornstein's leadership the firm grew by 39% last year to \$26 million (no larger firm grew faster) while expanding its footprint (it is now active in eight US markets) and being named our Best Midsize Agency to Work For in 2015.

Now in its 30th year, M Booth added new business from Weight Watchers, Carnival, Autodesk, Pier 1, ICPenney, Twitter, Leica Cameras, House, Foods, Patron, and Vega, while growing clients such as American Express, Unilever, Mercedes-Benz, Godiva, Google, and Campari USA. There have been significant investments in content creation and data and analytics, bringing in Adrianna Bevilaqua from DeVries as chief creative officer, Ketchum veteran Mark Malinowski as director of creative and strategic brand partnerships, and Matt Koppelman as senior strategic analytics manager. The quality of the creative work, meanwhile, has never been better, with SABRE nominations for its work with Campari's Negroni brand, chocolatier Godiva, GE Appliances, and sex toy We Vibe.

COYNE (INDEPENDENT)

Finalist

With seven campaigns shortlisted in this year's SABRE Awards, Coyne continues to demonstrate remarkable consistency when it comes to driving results while also delivering standout work — testament to the firm's belief in the seemingly simple — but too often overlooked — idea that the best people will bring the best clients.

Now in its 25th year, Coyne has grown to 190 employees, revenues up 19% in 2015 to more than \$28 million in fee income. Indeed, managing growth has become a welcome challenge for Coyne, which the firm responded to last year by adding 45 staff and expanding both its New Jersey HQ and New York office.

CEO and founder Tom Coyne and president Rich Lukis lead the firm's impressive portfolio of clients that include: The Walt Disney Company, Hard Rock International, Red Robin Gourmet Burgers, Chrysler, Goodyear Tire & Rubber Company, Shell Lubricants, Columbia Business School and Pfizer. Within the past year Coyne also expanded its client roster to include Timberland, Mohegan Sun, AccuWeather, Younique Products, Robitussin, Advil PM and Owens Corning.

Coyne has broad strength across consumer, but is particularly for its credentials in automotive, healthcare and food, beverage and Nutrition. Last year, the



firm also bolstered its thought leadership credentials by launching Coyne Caffeine an analytics system that aims to provide a view on the broader trends that can impact an organization and its competitors. That kind of thinking ensures Coyne's work remains a notch above most of its peers, evidenced by some smart campaigns for Red Robin, Bimbo Bakeries, USA Swimming Foundation, Goodyear and Humana.

EXPONENT (MDC PARTNERS)

Finalist

Last year's boutique winner has graduated to the small agency category climbing to revenues around \$12m in 2015. This 19% uptick comes on the back of 11 consecutive years of growth and a solid profit margin.

Exponent's 2015 growth was hard fought after the Minneapolis firm faced tighter budgets from five of its largest clients: Caribou Coffee, DuPont, General Mills, Land O'Lakes and Nestle Purina. The firm's notable transformation from an agribusiness agency to an integrated marketing shop made it easier to rebound with organic growth from existing clients such as Duluth Trading Company, Medtronic, Ruiz Foods, St. Louis University and Cenex Convenience Stores — while also helping to close wins like Florida's Natural juice brand, two Silicon Valley-based companies including Granular, the General Mills

Foundation, UnitedHealth's new Harken Health brand and two DC-based trade associations, including Peanut and Tree Processors.

Under the leadership of Tom Lindell, Exponent has sustained a remarkable client retention with two-thirds of its clients having been with the agency for three years or longer and many of its largest clients exceeding a decade.

Digital/social work now accounts for 48% of agency income, which includes web development, social media engagement, community management and shareable content creation. To this end, John Doyle recently joined in the newly-created position of executive director of brand experience and Tricia Cornell also assumed an expanded role leading brand publishing. Meanwhile from a practice standpoint, food and nutrition is the fastest growing, representing approximately 40% of revenue and includes Kozy Shack, International Olive Council and Chili's At Home, among some of the other clients already listed here. The agribusiness and rural living practice is another 40% of revenue and health & wellness makes up around 20%.

The work continues to catch the eye of industry peers its campaigns with Farm Credit Mid-America, Land O'Lakes and Kozy Shack all received nominations in SABRE competitions this year. Exponent is exploring unique offerings,

including helping clients enhance their company culture by injecting purpose into their mission and go-to-market counsel.

INKHOUSE (INDEPENDENT)

Finalist

InkHouse's staggering growth trajectory is somewhat surprising for a Boston-based agency that started with early-stage startups. Since its founding in 2007, CEO Beth Monaghan has steered the firm to become one of the fastest growing in the US with revenues reaching nearly \$13m across its Boston and San Francisco offices. Longstanding clients include Raytheon, GE, Converse, OfferUp, Toyota, Fiverr, City of Boston, Equity Office, Bentley University and National Grid, meanwhile new additions like LogMeIn, Orchard, Zillion and Pathfinder International fueled growth.

Navigating aggressive growth cycles while staying focused on the bigger picture has been a key strength for InkHouse, resulting in a strong culture that is known for championing worklife balance and gender equality. Monaghan was appointed by Massachusetts Governor Deval Patrick to serve on its Women in the Workplace Task Force and sits on the board of directors for Xconomy, The Alliance for Business Leadership and the Massachusetts Women's Forum.

The firm remains focused on technology across a range of sectors: cloud computing,

defense, IT security, mobile, sustainability, healthcare, real-estate and manufacturing. Their work for Hired garnered a Wall Street Journal case study, meanwhile their efforts on Skanska USA's blog caught the attention of SABRE Awards judges.

SPONG (IPG)

Finalist

It's a pivotal year for Spong as president/founder Doug Spong stepped down after 26 years and agency veteran Julie Batliner ascends to run the IPG-owned shop. The changes come on the heels of a brand refresh that simplified the firm's identify from Carmichael Lynch Spong to simply Spong. So far, the compass continues to point north for the firm as it enjoys another year of double-digit growth.

Its commitment to cuttingedge creative comes through in investments like the Spong Content Lab, which true to its name is deemed a "place where we can test and learn" and "turn ideas into entertaining and informative stories." While agencies housing content labs isn't necessarily unique, Spong's lab has yielded remarkable results. In this year's SABRE competition, Spong's work shows up as a finalist in four categories for clients Jennie-O Turkey, BJ's Restaurant and Brewhouse, Arla Foods and H&R Block. Other notable work includes Genuine Thermos Brand's Overnight Coffee Challenge, US Bank's Power of Possible

work and Sherwin-Williams: National Painting Week. The firm's bedrock continues to be home, food & nutrition with expertise across brand marketing, corporate reputation, crisis & issues and CSR.

From a culture standpoint, Spong has prioritized diversity through its Diversity Inclusion Action League and Blaze that functions to grow and retain women at the firm. People of color within the agency has increased 28% year-over-year, making up 10% of the agency and women are 55% of its overall workforce.

BOUTIQUE PR AGENCY OF THE YEAR



REVIVEHEALTH (IPG)

The fact that Weber Shandwick made ReviveHealth its first US acquisition in 15 years is a testament to several things: the firm's unique positioning as a leader in health technology, health systems and health services, at a time when healthcare practices are diversifying beyond pharma; the firm's impressive growth, from zero to \$10 million in six short years; and the firm's strong culture—a multiple winner of

this publication's Best Agency to Work For title and a good match for its new parent company's own empowered workplace.

The acquisition came at the end of another impressive year for ReviveHealth, during which revenues grew by 14% and the firm expanded its client list, which is split evenly between providers and technology/services companies, including big names such as Arcadia Healthcare Solutions, athenahealth, Cleveland Clinic, Hospital Corporation of America, Trinity Health, Connecture, Vanderbilt University Medical Center, and Tenet Health. The firm also expanded its digital capabilities: 30 percent of its revenues now derive from web design, UX, video production, advertising, and other digital services, up from zero a couple of years ago.

C+C (INDEPENDENT) Finalist

Founded 10 years ago by Julie Colehour and Bryan Cohen, C+C distinguishes itself by focusing only on social issues that positively impact communities. It is a feelgood approach that has also brough strong business results for a 49-person firm headquartered in Seattle, with additional offices in Portland, Boston and Washington DC. By cultivating deep expertise in such issues as smart commuting, green building, financial responsibility, energy efficiency, water conservation and climate change, C+C has helped to developed a number of innovative sustainability efforts at a local, regional and national level.

Like many boutique players, C+C has a strong employee culture, highlighted by a commitment to transparency across the firm. Last year, the firm also ushered in a cross-functional structure, deploying content, creative and multicultural teams to work alongside the account functions. All of this appears to be paying off: C+C recorded another year of double-digit growth in 2015, up 23% to \$6.5m in revenue.

Colehour and Cohen bring considerable experience in social issues work, wih the former responsible for supporting EPA's Energy Star program since its national launch 20 years ago. Last year, the firm also added Cindy Jolicoeur as GM in charge of a new office in Boston.

In 2015, C+C's work showcased its ability to alter behaviour for social good, thanks to such assignments as a sustainability program for Smart Catch; continued work for EPA's Energy Star label; and, establishing Privateer as a professionalizing force in the budding cannabis industry. The firm also touts a strong multicultural capability.

HIGHWIRE (INDEPENDENT)

Finalist

Like many of its Silicon Valley counterparts, Highwire has built an agency around entrepreneurial values that are reflected in its client portfolio. The rapidly growing firm now boasts offices across San Francisco, Chicago and New York (which grew from three people to 12 in the course of a year) — with a footprint in Los Angeles and Seattle. The firm's growth trajectory continues to be remarkable: 34% uptick to nearly \$11m.

Highwire has rapidly grown its consumer, enterprise and security practices over the last year. Key consumer clients include virtual reality company AltspaceVR, Edyn a gardening app changing the way food grows, and cloud security system Piper. Its enterprise team won business from major brands such as AOL, IBM & InsideSales.com, and the security team now includes a dozen+ companies including Veracode and Zscaler, which are considered forerunners in their industry.

Along with growing practice areas, Highwire also extended its list of offerings to include content and digital/social services like ghostwriting for CEOs, drafting ebooks and whitepapers and designing infographics and slideshares.

Notable work includes launching Primetime for Blue Jeans
Network, a video event service allowing 3,000+ people to attend a virtual event and enables audience members to raise a virtual hand and interact live and in real-time with the hosts.

MAX BORGES AGENCY (INDEPENDENT)

Finalist

For the first 10 years after founding his own agency in 2002, Max Borges was focused more or less exclusively on providing media relations support to consumer technology clients from his base in South Florida. Borges is not a PR man by trade—he had been director of marketing for a chain of musical instrument stores and executive director of the Florida chapter of the Recording Academy—and he saw no need to over-complicate things, an approach that led to a focus on getting the basics of customer service and product publicity right.

But over the past three or four years, Max Borges Agency has expanded its capabilities particularly in digital strategy (for the likes of AT&T's Cricket) and content creation and curation as well as its geographic footprint, opening offices in San Francisco and most recently New York. That expansion has been about talent as much as anything, and the firm's New York operation brought in Frank Mantero formerly of GE—as senior vice president, account services, and Text 100 and Edelman Digital veteran Peter DiBart as senior vice president, creative director. New business in 2015 came from Cricket, Polar, Jarden, 3D Robotics and more, joining Griffin Technology, Ogio, AOC, Philips and Voxx International and contributing to growth of 10%

and fee income of around \$11 million

KWITTKEN (MDC PARTNERS)

Finalist

Celebrating its 10th anniversary this year, Kwittken has methodically transformed from a boutique — mostly B2B agency — into a fascinating firm that leads with "design thinking." While the term may seem vague when applied to PR, co-founders Aaron Kwittken and Jason Schlossberg describe it as a fusion of PR, creative advertising, influencer engagement and social/content marketing. The results of this approach shows in work like the "Pantone Color of the Year 2016" — which the SABRE judges nominated this year.

This firm has also dropped practices areas to do more interdisciplinary work for clients like Amway (new), American Express, Zicam (new), BMW, HomeAway, Better Home and Gardens, Sharp, Windstream, Deloitte (new), Pantone, One Medical and Wyndham Worldwide (new).

Global revenues were just over \$10m across offices in New York, London and Toronto, with US revenues accounting for around 75% of that. In the US, growth was 15% — with the majority of that came from new wins. The firm continues to invest in its culture with unique on-boarding initiatives in which new employees are required to make a "critical" contribution to

the agency or client on their first day, then again on their 30-day anniversary. Kwittken maintains a healthy 20% profit margin.

For the first time, the firm added a managing director in its New York office with Shanee Goss from FleishmanHillard. She joins Sam Bowen, managing director of London, and Betsy Cooper who oversees Canada and delivered clients like ACE Bakery, Bank of Montreal, Orange Theory Fitness and Unilever, among others already.

NEW PR AGENCY OF THE YEAR



DAY ONE (INDEPENDENT)

Day One was founded when three senior leaders from M Booth's digital team broke away in 2013 to build an "efficient agency model designed for paid, earned, owned and shared strategies." Now three years in, Day One has produced remarkable work for a client portfolio that even established agencies would envy. Among these, Day One launched American Express Checkout to merchants, creating a unified digital brand across all of AMEX's owned channels: rolled out a phased communications approach to educate the market

on AMEX's multi-business loyalty program Plenti; built a campaign to enthuse YouTube's top content creators; crafted a narrative around Starwood's new Tribute Portfolio brand; empowered U nder Armour's fans to deliver their own messages to groundbreaking ballet dancer Misty Copeland.

HUDSON CUTLER & COMPANY (INDEPENDENT)

Finalist

Former Weber Shandwick and FleishmanHillard exec Robert Dowling launched Hudson Cutler & Company as an integrated marketing company that puts technology (meaning software, apps, devices, etc) at the center of its campaigns. Having only launched in November, already Coca-Cola, BMW, AMC Networks and Visa have signed on as clients for the firm's redefining approach to marketing. The firm is up to eight employees in New York who are focused on audience behavior, amplification and engagement programs and fully measuring campaign outcomes.

RSQUARED (INDEPENDENT)

Finalist

Rsquared (named for the initials of founder Rebecca Reeve) was established in 2013 around a then-emerging startup Slack that has grown into one of Silicon Valley's hottest unicorns. Rsquared's role in taking Slack from launch to 'company of the



year' is shortlisted in the SABRE Awards. But Reeve's 8-person shop (with offices in San Francisco and Vancouver) is more than just one client — over the past 12 months the firm has worked with Trello, MailChimp, Digit, Zendesk, Zendrive, Eventbase, and Shopify, driving 35-50% growth each year since launch.

As evident from its client portfolio, Rsquared looks to tell stories aligned with the future of 'X' — in Slack's case, the future of work. While most agencies are rapidly adding services, Reeve prefers to do one thing very well. In this case, that's "high-touch" work primarily on influencer and media outreach.

KOVERT CREATIVE (WME-IMG)

Finalist

Former PMK*BNC execs Joseph Assad and Lewis Kay have started a new firm — Kovert Creative — that is designed to complement WME-IMG's main business areas: talent representation, content development and distribution. Already, Kovert has been called in as the new global PR agency for Cadillac. Kovert will be developing and executing overall brand, product and corporate communications strategies for Cadillac over the three year contract. The firm also has a strong client roster of talent including Amy Poehler, Jimmy Kimmel, Jack Black, Will Arnett, Bill Simmons, Sarah Silverman and Rebecca Romijn. The firm has offices in New York

and Los Angeles and a team of 14 employees.

VESTED (INDEPENDENT)Finalist

Billed as a 'new communications agency for a new financial industry', Vested was founded last year by CEO Dan Simon and president Binna Kim, who previously led the US offices of Cognito. During its first year of operation, the duo were joined by other ex-Cognito alumni, including COO Ishviene Arora and chief creative officer Ali Wells. The leadership team is rounded out by Kevin Trowbridge, a software consultant who serves as Vested's chief technology officer.

Based in New York City, Vested as already grown to dozen employees and more than 20 clients, including Bloomberg, Citadel, Tabb Group, Investopedia, Backstop Solutions, Betterment, Broadridge, Carbon Trade xChange, CodeStreet, and Museum of American Finance. And like any new firm, Vested makes much of its model, which involves employee ownership, an unlimited vacation policy and a fresh perspective on an industry that is much-maligned. All of this is underpinned by the senior team's deep experience of the financial services industry, along with a boutique approach that it believes will attract millennials at a time of unprecedented convergence between finance and technology.

CANADIAN PR AGENCY OF THE YEAR



NORTH STRATEGIC (INDEPENDENT)

Founded in 2011, North Strategic is not only one of Canada's fastest-growing national PR firms, having grown to 65 people in less than five years, but has also forged an impressive reputation for creativity and digital expertise under the leadership of cofounders Mia Pearson and Justin Creally. One year ago, the firm consolidated its early gains by winning our Canadian Agency of the Year honours, and its progress in 2015 proved that the award was hardly a flash in the pan.

Revenues grew by an additional 36% last year to more than \$10m, across its offices in Toronto, Montreal and Calgary. Much of this was again powered by the firm's focus on redefining PR beyond media relations to encompass a broader range of influencer and digital activity — with its sister company Notch Video, an online video marketplace, growing by almost 50% in 2015, providing clients with a realistic alternative to the traditional advertising model for content creation.



It is an approach that has clearly struck a chord in the market, helping North Strategic net significant new business from Amex Canada, Avignon, Enercare, GoodLife Fitness, PWC, TD Financial and Canadian Tire, who join a client roster that already features Twitter, Airbnb, Samsung, Canada Goose, Diageo and Ubisoft. The firm's senior team also grew in tandem with its operational expansion, with Paula Worthington arriving last year to lead its Calgary office; Alice Choe joining as a senior advisor on digital and social; and, Wendie Godbout hired to oversee Montreal.

North's creativity continues to catch the eye — last year it launched a strategic partnership with Ten Thousand Coffees that resulted in North Navigate, a conversation platform designed to bridge the gap between marketers and millennials. The firm also rolled out an influencer marketing practice — and both of these initiatives helped it produce some innovative work for Cadillac Fairview, Shomi, Canadian Tire and Tim Hortons. Each of the campaigns was notable for an ability to blend innovative storytelling with digital platform expertise.

Pearson and Creally are both veterans of High Road Communications, which Pearson co-founded in 1996, before selling to to FleishmanHillard in 2001. The duo departed Omnicom to launch North Strategic in 2011, and it seems clear that their approach is paying off.

HILL+KNOWLTON STRATEGIES (WPP)

Finalist

With more than 200 people in nine offices across the country, Hill+Knowlton Strategies is a market leader in Canada, not only in terms of its size and geographic reach but also in terms of its ability to operate at the intersection of business, politics and society, handling some of the market's most high-profile issues, from work with China National Offshore Oil Corporation (CNOOC) in its \$15-billion acquisition of Canada's Nexen to its support for the government's Healthy Canadians public health initiative to a host of environment and natural resources issues.

The firm further expanded its capabilities in 2015 with the acquisition of Acertys, a leading Montreal-based public engagement company that adds French-language expertise; the launch of H+K EastWest, a new consultancy offer in Ottawa that supports Chinese companies' investment in Canada; and with the formal launch of content marketing specialist Group SJR in Canada.

With longtime market leader Michael Coates recently elevated to president and CEO of the Americas region, the leadership team north of the border now includes president and public affairs practice chief Goldy Hyder, a 14-year veteran of the firm; chief strategy officer Joseph Peters, who sold his social media and public engagement firm to H+K in 2012 and offers expertise in digital content; and corporate practice leader Jane Shapiro, a leading expert in crisis and issues communications.

STRATEGIC AMPERSAND (INDEPENDENT)

Finalist

Founded 25 years ago, Strategic Ampersand retains a distinct focus on the technology sector, an approach that has proved increasingly relevant as technology takes centre-stage across a myriad of industries and practice areas. Miles Pollock and Gayle Robin, who together own 100% of the firm, continue to operate one of Canada's smartest public relations firms, which long ago adopted an integrated mindset and eschewed billable hours in a bid to demonstrate. that long-term retainers and employees matter more.

Revenues for 2015 exceeded CDN\$2.5m, with new clients such as GoDaddy, Nulogy and Rogers joining a roster that includes lengthy partnerships with such companies as Cisco, BlackBerry CDW, Intel Security, Nikon, Schneider Electric and VMware. Strategic Ampersand's senior team also reflects this focus on long-term relationships — VP of PR Anita Wong has been with the firm for 17 years, while PR director Cindy Watson counts a decade of service.

Last year's campaign highlights included OpenTable's '100 Best Restaurants in Canada' initiative;

BlackBerry's significant Priv launch; GoDaddy's small business survey; and, Cisco's Canadian Innovation Centre launch. Now numbering almost 20 people in Toronto, Strategic Ampersand is proof that a 25 year-old independent agency can continue to prosper by focusing on its clients and staff.

VERITAS (MDC PARTNERS)Finalist

Originally established in 1993 as a healthcare communications specialist, Veritas has diversified over the years and today focuses on "influencing the influencers," drawing on a "custom convergence" model that brings together cross-functional teams and multichannel solutions. to ensure the appropriate solution for a range of complex challenges. Based in Toronto, Veritas has built its reputation on staying ahead of the increasingly complex and changing media universe. To this end, Veritas launched its Growth & Innovation Lab as "the cerebral cortex" of the agency and, last summer, a Newsroom equipped with 14 screens that pull content from across multiple media and social

The 23-year-old firm has a team of more than 70 people across offices in Toronto, Montreal, Vancouver and New York with specialists in retail, lifestyle and business, media relations, digital and creative thinkers. Its work with Microsoft Canada, Kimberly-Clark and Labatt Breweries of Canada is shortlisted in this

channels in real time.

year's SABRE Awards competition. Other clients include Subway, Canadian Broadcasting Corporation, General Mills and Best Buy Canada.

This year, Veritas is piloting its ROWE (Results-Oriented Work Environment) concept that gives every team member permission to come and go as they please, set hours and working style that works for them — as long as it also works with team members and clients. To facilitate this, everyone will be using client Microsoft's file-sharing and Skype. "It means everyone will be able to see each other's progress in a supportive way to ensure rapid course correction for out of whack hours and over-service."

CONSUMER AGENCY OF THE YEAR



FRENCH/WEST/VAUGHAN (INDEPENDENT)

Some of the things cutting edge firms of today are doing—the expansion into paid media, for example—French/West/ Vaughan was doing 15 years ago, when the then-Richard French & Associates acquired local creative shop French & Vaughan, a deal followed by acquisitions

spanning licensing, multimedia content creation, and last year entertainment and Hispanic marketing. The result is the FWV has evolved into a \$21 million public relations agency (fees were up 13% last year) that can provide a full-service integrated marketing capability to national clients such as Wrangler (a client since the day the firm opened its doors), ABB, Bassett Furniture, German coffee purveyor Melitta, and Berkshire Hathaway-owned Justin Boots, while providing highlyspecialized services, most notably in the sports and western lifestyle categories, to clients including athletes and sporting bodies.

A terrific example of what this means to clients is the firm's 2015 work for Wrangler: faced with mainstream media lack of interest in professional rodeo, FWV helped principal sponsor Wrangler create its own media platform, the Wrangler Network, which has attracted 2.5 million unique viewers to the sport, and even attracted ad support. New business, meanwhile, came from Trailways, the national bus transit system; Paralyzed Veterans of America; Concord Hospitality, the nation's largest independent hotel management company; athletic shoe retailer Fleet Feet; and EA Sports; for its Need for Speed and FIFA 16 video games.

360 PR (INDEPENDENT)Finalist

The calibre of work that Laura Tomasetti's boutique produces reinforces the creative potential that can be unlocked when brands are willing to genuinely embrace an integrated mindset. In this year's SABRE Awards, the \$7.5m shop was recognized as a finalist several times for its work with Peapod, Kaufmann Mercantile and Balance Bar.

The 50-person team operates across its Boston headquarters, New York, Washington DC and San Francisco working on new and longstanding clients, such as Liberty Mutual Insurance, Stride Rite, Jelly Belly, Juicy Juice, Peapod, Walkers Shortbread, Hasbro, PBS, Stonyfield, illy, Tommee Tippee, among many other household names.

Digital and branding are increasingly central to 360's work, yielding creative and results-oriented campaigns that stand-out in a highly-competitive environment. This has compelled the firm to further modernize its model by doing things like offering more project-based options for digital work and investing more resources into data mining. 360's top specialty areas are food & beverage (with a focus on naturals and organics), parenting & kids, home goods & services, entertainment & electronics, adult beverages and fashion & beauty.

H&M COMMUNICATIONS (INDEPENDENT)

Finalist

This 13-year-old boutique was called in to boost Hispanic audience turnout for last year's hit movie Straight Outta Compton. Drawing upon its

longstanding expertise in entertainment marketing, H&M secured Latino superstar Pitbull to champion the movie, resulting in an unprecedented Latino turnout. Remarkable work like this earned H&M its debut appearance on our consumer agency shortlist.

President/CEO Etienne
Hernandez-Medina has built
H&M as an agency for
entertainment, media, sports,
consumer, and telecom brands
looking to reach the fast-growing
Latino market with campaigns
that span the communications
and marketing spectrum. The
firm's co-headquarters exist in
Los Angeles and New York with
supporting offices in Miami,
Chicago and Houston.

Last year, the contraction of one of its larger clients compelled the firm to quickly diversify its portfolio which it did by formalizing Studio 2042 which now represents 25% of its overall billings. By the year's end, H&M added more than a dozen new clients including Paramount Pictures, Lionsgate Home Entertainment, Fox Home Entertainment, Ringling Bros & Barnum and Bailey, Penguin Publishing, among others. The firm's revenues exceed \$3m with more than 35% growth.

MSLGROUP (PUBLICIS GROUPE)

Finalist

Having produced the most award-winning public relations effort of 2015—the Always "Like a Girl" campaign—it's no surprise that the client, Procter & Gamble, selected MSL as one of the winners in the review and consolidation of its PR business. Indeed, MSL also produced award-winning work for the Oral B, Dawn and Bounty brands last year, and under the leadership of new client lead Rema Vasan (who joined early this year from Pfizer) the firm is working more collaboratively with other Publicis agencies on a number of brands.

But P&G is only the most prominent client in a consumer practice that now accounts for 50% of MSL's North American revenues and employs 400 consultants. The firm continues to produce stellar work for Netflix, both in the US and globally (coordinating a launch in 130 countries on a single day), and helping Similac bridge the breast-feeding divide with the "Sisterhood of Motherhood" campaign. Food remains a particular area of strength, with the Seattle-based test kitchen still going strong, and impressive work with clients such as Hass Avocado Board and the United Soybean Board. Doubling down on integration—MSL is the only PR agency in the Publicis Groupe and is partnering more closely with Leo Burnett, Fallon and other sister companies—is already having a commercial impact.

RBB COMMUNICATIONS (INDEPENDENT)

Finalist

Rbb calls itself as "the champion of breakout brands" — defining



breakouts as those that value putting the consumer first and build relationships that ultimately lead to sales. This strategy has led to notable consumer work like that for Hilton's largest brand Hampton that caught the eye of SABRE Award judges earning a spot on this year's shortlist.

The boutique is now up to \$7.6m — 19% growth from 2014, with digital marketing and creative services up 29% from the previous year. In addition to Hilton, this growth was fueled by clients including Richard Branson's Virgin Cruises, Thomson Reuters, Simon Malls' Sawgrass Mills, PCS Wireless and Vitas Healthcare. These new clients join an existing roster that includes Bank of America, Mrs. Butterworth's Syrup, DHL Express, Disney on Ice, Ringling Bros. & Barnum & Bailey Circus, among others.

The firm's 48 full-time staff partake in a culture that fosters retention (average tenure is 8 years) through a transparent environment that encourages employees to take risks and ask questions. CEO Christine Barney has led the firm to be a formidable player across travel & leisure, higher education and healthcare, among areas. Thought leadership like "Here's What Consumers Really Want" demonstrate the firm's capacity to continue to deepen its understanding of the modern consumer.

CORPORATE AGENCY OF THE YEAR



PEPPERCOMM (INDEPENDENT)

Peppercomm's restlessness is reflected in its evolution over the past 20 years into a full service strategic communications firm with a broad range of expertise, particularly in financial services, consumer, professional services and industrial/B2B, across offices in New York, San Francisco and London.

The firm's revenues in 2015 reached almost \$21m, an impressive 10% uptick on the year before, generated by 106 employees. New business included Darden Specialty Restaurants, Nestle Shield, Levl, Genpact, White Lodgings, Bristol Meyers Squibb, Mariner Holdings, Mitsubishi Capital and Harry & David, joining a client list that features EY, Mini, Oppenheimer, Saint-Gobain, Steelcase, Vonage, Wilbur-Ellis and Wilmington Trust.

The firm remains led by cofounders Steve Cody and Ed Moed, supported by partner and president Ted Birkhahn. Key staff additions in 2015 included media and content specialist Joe Checkler, previously of the Wall Street Journal and digital MD Mike Friedin, a former head of Accenture's digital group.

Last year also saw Peppercomm step up its ability to help financial services clients overcome regulatory hurdles, by persuading companies from a relatively cautious sector to increase their visibility on industry topics. The firm remains a leader in the financial services and B2B sectors, and often takes a counter-intuitive approach to the space, last year producing research that demonstrated why marketers should use joy and humour to drive success.

Indeed, Peppercomm's thought leadership activity remains a notch above many of its rivals. In addition to Cody's RepMan blog and RepChatter podcast, the firm last year launched an interesting partnership with the Economist Group to survey B2B marketers and their audiences regarding brand content strategy and perceptions. That focus on insight has helped Peppercomm's work stand out. It's Hedge Fund social media study was covered extensively across industry media, while its campaign activity for SourceAmerica and Steelcase also caught the eye.

BURSON-MARSTELLER (WPP) Finalist

While specialist firms continue to generate most of the buzz in the corporate space, Burson-



Marsteller stands out among the giant global agencies for the breadth and depth of its senior-level counseling talent, from chief executive Don Baer and worldwide vice chairs Pat Ford and Karen Hughes to global media practice lead Gary Koops and US chief operating officer Nicole Cornish to newer additions like worldwide EVP Chris Foster (from Booz Allen), strategic advisor Christine Heenan (a Clinton White House veteran who also worked in public affairs at Harvard) and senior strategist Heidi Sinclar (returning to BM after roles with Weber Shandwick and the Gates Foundation).

Those individuals, and others, have worked on high-profile assignments ranging from Intel's celebration of the 50th anniversary of Moore's Law to the crisis at the FIFA, and with clients such as Bank of America, FedEx and Ford on major corporate reputation initiatives. The firm is also producing some topnotch thought leadership, from its analysis of the ramifications of the on-demand economy to its Corporate Perception Indicator, while investing heavily in broadening its crisis communications and corporate purpose credentials. The latest initiative is the formation of a new "Advantage Women" group that will offer advice on closing the gender gap in organizational leadership and communicating corporate performance on gender gap issues.

FTI CONSULTING

Finalist

FTI Consulting climbed the mergermarket ranking of US advisors to mergers and acquisitions last year (up two places to fifth, handling 68 transactions) under the leadership of practice leader David Rhody, but the firm's most dynamic growth came in its broader corporate advisory and advocacy business and in its energy sector.

The firm's public affairs practice, which began life providing anti-trust support to the M&A work, now generates plenty of standalone business under the leadership of Jackson Dunn (a veteran of the Clinton White House), while the firm has added assignments in oil and gas, coal sectors, and from utilities, under the leadership of Brian Kennedy (a former aide to John Boehner).

The firm also continues to handle its share of high-profile corporate reputation work, crisis and litigation—all of which continue to benefit from closer integration with the parent company's broader management consulting business—and to expand its digital and creative services offering, which is increasingly integrated into the FTI's core businesses. Interesting assignments ranged from helping Haier overcome national security concerns regarding its US expansion to helping Mastercard with its global corporate work.

LDWW (INDEPENDENT)Finalist

Founded in early 2013 by Weber Shandwick and Hill+Knowlton Strategies veterans Ken Luce and Jody Venturoni, LDWWgroup hit the ground running, thanks its founders deep roots and strong relationships in the Texas public relations community. Partner Mike Flanagan—another Weber and H+K alum—leads the firm's St Petersburg office and its Carnival Corporation business. The firm promises clients—its focus on challenger brands—an integrated approach, greater senior management involvement, and a more responsive working relationship, and is one of the few startups capable of combining marketing and corporate communications with public affairs and senior-level strategic counsel. All of this also includes a decidedly multinational bent — the firm's work has included assignments in the US, China, the Dominican Republic, Europe and Yemen.

In just three years, LDWW has grown to almost \$6.5 million in fee income, up 40% last year. Interesting work has included some sensitive cross-border crisis counsel, which saw the firm win a Silver Anvil, and Best in Show, for its crisis recovery work on behalf of cruise line Carnival. The firm has also handled issues management for Bell Helicopter, along with the 2015 TransOceanic crisis in Yemen, and picked up SABRE Award nominations for its Carnival work; for its "Boycott Black Thursday" campaign for

retailer GameStop; and for its wellness campaign on behalf of Omni Hotels.

Much of LDWW's success must come down to a senior team of partners that are based in Dallas, New York, Kansas City and Tampa — in addition to Luce, Venturoni, and Flanagan are Chris Cradduck and Ken Maxwell. Key clients now include Bell Helicopter Select, Big 12 Athletic Conference, Carnival Corp, Earth Day Texas, Fathom, Gamestop, Meadows Mental Health Institute, Omni Hotels, and United Way of Metropolitan Dallas. And LDWW's boutique approach ensures that it is genuinely media-neutral, producing content that ranges from TV ads to online and digital platforms.

SLOANE & COMPANY (MDC PARTNERS)

Finalist

With a team of about 20, Sloane & Company is considerably smaller than most of the established competitors in the high-stakes corporate and financial space, but with fees in excess of \$12 million, the firm's revenueper-head compares favorably to any of those with which it competes, and its expertise in investor activism (representing both activists and their corporate targets) and financial restructurings (representing the creditors involved in the Puerto Rico bankruptcy following its involvement with Detroit creditors two years ago) is unparalleled. Other high-profile work last

year included supporting Elliott Management, the most active activist investor of 2015, and in the M&A arena Lightyear Capital's acquisition of AIG's broker dealer business and Huntington's acquisition of First Merrit. The firm also works with New York Life, Cablevision, athenahealth, TiVo and Walgreens, with new additions in 2015 including Sachem Head Asset Management, the Turf Coalition, and CUNA Mutual. The firm has also been preparing the next generation of leadership to take the reins, with managing directors Darren Brandt (leading the firm's healthcare business), Whit Clay (head of the media/entertainment practice), Dan Zacchei (activism/ restructuring lead) John Hartz (financial services), and Josh Hochberg (investor relations) providing plenty of depth.

CREATIVE AGENCY OF THE YEAR



ZENO GROUP (DJE HOLDINGS)

Anyone who still views Zeno as Edelman's smaller conflict agency will get short shrift from CEO Barby Siegel, and with good reason. Since Siegel took over the firm in 2010, the former Ogilvy PR head has overseen a remarkable

expansion of the 17-year-old firm into a genuine global force, reporting North American revenue of \$36.5m in 2015, up 24% over 2014.

That kind of performance marks Zeno out as one of the country's top mid-size players, but it is not just the numbers that impress. The shadow of its bigger sibling might loom large, but Zeno has successfully carved out its own positioning — the 'Green Machine' — prioritising a collaborative, fearless culture that features a single P&L and the kind of integrated mindset that reflects the agency's agility and creativity nature.

And while Zeno promotes its story as well as any ambitious agency can be expected to, its burgeoning client roster backs up its claims. New clients in 2015 included the Minnesota Vikings, Philips Diagnostic Imaging, Intel, TGI Fridays, Capital One, the Canadian Tourism Commission, GoFundMe, Scotts Miracle-Gro, Pilot Corporation, and LeTV, joining a roster that already includes Sears Holdings, Merck & Co, Anheuser-Busch Inbev, Starbucks, AstraZeneca, Pepsico, Kia Motors, Worthington Industries and Netflix.

It is no coincidence, perhaps, that Zeno's thought leadership credentials have also expanded considerably in recent years, led by the Human Project — a multigenerational study to uncover how brands and organizations can make a deep connection with the people they want to

WHY FIT IN WHEN YOU WERE BORN TO STAND OUT

- Dr. Seuss



FEARLESS PURSUIT OF THE UNEXPECTED



reach. Along with this research conducted in partnership with Iconoculture, Zeno introduced the Brand Humanizer, a tool designed to help clients articulate the core values of a specific target and the core values of a brand to determine where they converge and diverge. In 2016, meanwhile, the firm committed to research global youth and young millennials across six countries.

That kind of insight led to some eye-catching creative work for Anheuser-Busch, via an unbranded campaign that celebrated the sociability of beer. There were also some smart campaigns for Bausch & Lomb, Netflix and Intel all of which showcase Zeno's ability to drive social conversation and creatively engage influencers, helping it score four finalist nominations at this year's North American SABRE Awards.

Siegel oversees a leadership team that made one of its highestprofile additions in 2015, when Frank Eliason arrived from Citi to become head of US digital and customer experience. The firm also hired a number of specialists for its revamped earned media operation, which features food and lifestyle expert Mia McWilliams; Kamal Bosamia, who focuses on retail and regional media strategy; and former CNBC Silicon Valley bureau chief lim Goldman. The senior team is rounded out by Zeno's longest-tenured employee, Grant Deady, who runs its largest office in Chicago and is chief culture officer.

KAPLOW (INDEPENDENT)

Finalist

Over the past two or three years, Kaplow has expanded its brand storytelling capabilities to include a depth of expertise in influencer marketing, content creation and distribution, social media community management, graphic design, and measurement and analytics, and in 2015 it went a step beyond with the unveiling of its new "digital emotional quotient" methodology, based on original research showing that the most successful brands combine authenticity, timeliness and strategy in their high-touch engagement with consumers.

The firm is now applying that approach to clients across industry sectors: beauty and fashion, health and wellness, food and beverage, home and lifestyle, and consumer technology. It's the kind of forward-thinking that has helped Kaplow build long-term relationships with clients like Cosmetic Executive Women (22 years), Target (16 years), Shiseido (14 years), Skype and CVS/Pharmacy (both 11 years) and pick up new assignments from Alouette, Bluefly, The Children's Place, Franciacorta, L'Occitane, Luminess, and The Vitamin Shoppe.

Highlights last year included creating an interactive look—part toy store, part larger-than-life holiday playground—at the future of retail for Target; iinspired educators across the globe to break down the walls

of the classroom for Skype's CSR initiative; and creating the Oscars of the beauty industry for Cosmetic Executive Women.

MULLEN LOWE (INTERPUBLIC GROUP)

Finalist

A "global creative boutique" launched in May of 2015 by the merger of two Interpublic agencies, are on a mission "to work with the world's most innovative marketers." That's a challenge that ought to come naturally to the agency's social influence and public relations unit, the Boston-based business formerly known as Mullen, which has been establishing itself over the past couple of years as one of the hottest creative shops in the PR sector.

Under the leadership of managing partner Sheila Leyne and executive director of digital media and innovation Sean Corcoran (formerly with Forrester Research) the unit offers capabilities from traditional PR strategies and tactics to social conversation strategy, content development, community building, blogging, integrated analytics and search engine optimization. It picked up two SABRE Awards last year, for its work celebrating the "World's Toughest Job" (motherhood) for American Greetings and the "Happiest Travel Day" for Zappos.com and JetBlue Airways. This year's creative highlights included placing book kiosks in urban communities for JetBlue, to

a campaign supporting LGBT families for MassMutual, to the American Greeetings' "ThankList" initiative.

OLSON ENGAGE (ICF INTERNATIONAL)

Finalist

Olson Engage has won more Innovation SABRE Awards than any other firm — including racking up 18 finalist nods this year. Beyond the SABREs, Olson Engage has been gaining recognition in the Cannes Lions, the Effies, Shortys and even winning an American Graphic Design Award. These accolades reinforce what we've been seeing from Olson Engage — spectacularly creative work.

The firm was founded on the challenger mentality (its first assignment for client Miller Brewing was to pick a fight with Anheuser-Busch). These days that mentality is increasingly applied to challenging industry conventions. In late 2014, it was acquired by ICF International making last year a transition. After two years of solid, doubledigit growth, momentum slowed as the \$20m firm made 2015 a year for setting the groundwork for its future.

The calibre of the work, however, remained unchanged. For instance, Marshawn Lynch's Skittles Press Conference won Best in Show at the In2 SABRE Awards (the second time Olson Engage has taken home a Best In Show there), its "exterminating pop culture"

work Terminix created a pitchperfect "Sharknado" parody "Mosquitonado" just in time for peak bug season, a Blue Moon anniversary program reinforced the brand's heritage through crowdsourced package design and social-media gamification, its client Belize joined Tinder, and Oscar Mayer created a fake fitness class that ended up in Time.

Key clients include MillerCoors since 2004 and Wrigley since 2005, PepsiCo, Kraft Heinz, Reynolds Consumer Products, P.F. Chang's China Bistro, Jim Beam (new), Disney Consumer Products (new), Skinny Pop (new), among many others.

PMK*BNC (INTERPUBLIC GROUP)

Finalist

PMK*BNC won a Cannes Lions for the "Barely Legal Pawn" video it produced for Audi (as well as Best In Show from the In2 SABRE Awards). The video embodies the creative firepower that has made PMK*BNC such a successful entity — building bridges between pop culture with brands. Also last year, the IPG-owned firm created and distributed digital short, "Kermit Gets Set Up" driving awareness for Audi's Emmy's sponsorship, developed/ programmed Samsung Studios in Los Angeles and New York, and drove the launch of the Galaxy S6 and Note 5, helping Samsung gain incredible market share. The creative work has been very good for business. In 2015, the firm experience double-digit

growth for the fourth consecutive year closing the year 16.5% up to fall between \$55m to \$65m. Eighty-percent of growth is from existing clients. Among PMK's key clients: Samsung Mobile, American Express, Pepsi, Audi, Activision, T-Mobile, Matthew McConaughey, Sandra Bullock, Jessica Alba, Cameron Diaz and Jimmy Kimmel Live. The firm signed more than 100 new clients in 2015, including Converse, Mattel, Cole Haan, Coach, The SAG Awards, Lena Dunham and Sean "Diddy" Combs.

Other notable work includes an editorial partnership to create the first Newsweek special edition for a brand, Destiny; supporting Activision's Call of Duty: Black Ops 3, with Marshawn Lynch as the first pro athlete to become a character in a COD game and secured the first eSports cover for ESPN Magazine. Michael Nyman, Cindi Berger and Chris Robichaud remain at the helm as co-CEOs.

DIGITAL AGENCY OF THE YEAR





PRECISION (INDEPENDENT)

When Barack Obama was reelected as President in 2012, much of the credit for his



victory went to his campaign's sophisticated use of digital and data analytics — an effort that resonated widely in a corporate world that sometimes struggles to innovate. So it stands to reason that the architects of President Obama's re-election campaign have achieved considerable success with Precision, the firm they launched in mid-2013.

Founded by former deputy campaign managers Stephanie Cutter and Jen O'Malley Dillon, along with Teddy Goff, who served as digital director for Obama's re-election drive, Precision's growth since it launched has been eye-catching — it now numbers 50 people across Washington DC, New York and Los Angeles, and has more than 25 clients — including companies such as the Bank of America, Pfizer, GE, Fusion, Under Armour, Humana and the Sacramento Kings, along with organizations and causes like the Democratic Senatorial Campaign Committee, the Liberal Party of Canada/Justin Trudeau, Americans for Responsible Solutions, the DNC, the ACLU, and Hillary for America.

Across all of this week, Precision demonstrates an ability to drive earned, digital and paid media by deploying a rigorous approach to data and analytics, enabled in large part by the vast expansion of digital media and platforms. In this, Precision approximates a next-generation communications agency, even if its work focuses squarely on the public affairs sector. The arrival last year of

Matthew McGregor — described as 'Obama's digital attack dog' by the Guardian — has only added more heft to Precision's offering.

In particular, three of Precision's campaigns catch the eye. For the Coalition of Public Safety, Precision helped make meaningful progress on the issue of criminal justice reform, despite a gridlocked Congress. For the John F. Kennedy Library, meanwhile, Precision drove unprecedented results for the Profile in Courage Award. And, perhaps most high-profile of all, Precision crafted and executed a field and messaging strategy for for the Liberal Party of Canada's election campaign, helping elevate Justin Trudeau to Prime Minister.

BEYOND (NEXT15)

Finalist

In its early days, Beyond did a little bit of everything that falls under the digital umbrella. Since CEO Nick Rappolt took over, the Next 15 shop has refined its positioning to web design and experience.

Last year, Rappolt oversaw the implementation of Applied Creativity — a process that uses data to uncover needs and pain points across the entire user (or customer) journey. The results of this can be seen in Beyond's work for Google, for instance. To help provide consumers with a better retail experience on Google offerings, Google's Retail team asked Beyond to create a platform to help retail sales

associates at companies like Best Buy and Walmart learn more about Google products. Beyond launched a full version of Train Up online and through Google Play, available to retailers across the US. Beyond also refreshed Google's DoubleClick web experience. Meanwhile, Beyond's redesign of Virgin.com centred around the brand's updated target audience and content strategy — aimed at targeting a younger, entrepreneurially minded audience. The strategy focussed on delivering compelling content to this audience, through an immersive content platform.

Beyond has more than 75 people in North America and revenues grew by 60% compared to the previous year.

GROUP SJR (H+K STRATEGIES/WPP) Finalist

Not only has Group SJR doubled in size since its acquisition two years ago, to about 100 people, but founder Alex Jutkowitz has taken on a broader role within Hill+Knowlton (as chief global strategist) and WPP (as CEO of its new Truffle Pig content marketing venture) but SJR members are now integrated into more than half of H+K's top 50 clients and routinely called in on new business presentations.

Much of that is down to the firm's cutting-edge approach to digital content, which once prompted Fast Company to call SJR 'the biggest publishing company you've never heard of.



Creative highlights include a widereaching content "ecosystem" for GE, covering everything from e-commerce to social media, executive thought leadership to influencer campaigns, and providing support for Levi Strauss as it released the findings of its "lifecycle assessment" urging consumers to wash their jeans less often as part of the company's CSR initiative.

But it's not just at the creative end of the spectrum where SJR stands out. The firm has launched a new digital analytics offering called SingleScore to provide a single metric of social media value. That approach is now embedded into H+K's overall methodology, and indicates how SJR continues to innovate in the digital marketing arena.

SHIFT COMMUNICATIONS (INDEPENDENT)

Finalist

Since its inception CEO Todd Defren has pushed Shift to the forefront of all things digital. Last year, Shift was the first PR firm to become a Google Analytics Certified Partner. This means it has the capacity to tap into Google's Web-measurement planning, advanced feature implementations, media analysis and consulting, and website optimization. And to further ensure Shift remained on the frontlines of digital, the leadership developed a training program that encompassed advanced analytics, social advertising and measurement, SEO basics,

surveying techniques and other aspects of marketing technology. This was rolled out last year across the firm's 150 employees across offices in Boston, San Francisco, New York and Austin.

Now in its 14th year, the firm reported \$20m in revenues — up 10% from last year. Growth was fueled by clients like Hawaii Visitors and Convention Bureau, Webroot, McDonalds, McKesson Orchard Supply Hardware (division of Lowes), RSA Conference, HIMSS Conference, Whole Foods, The Guardian, Bitly, Sierra Nevada (new), Pacific Gas & Electric (new), Foxwoods (new), Citrix (new), GoDaddy (new), Whole Foods 365 (new) and Trip Advisor (new).

RUDER FINN (INDEPENDENT)

Finalist

Since the spinoff of Finn Partners five years ago, Ruder Finn has embraced "transformation" as its watchword, deepening its digital expertise and integrating it into every practice. Led by chief digital officer Scott Schneider and RFI Studios president Maryann Watson, the firm is producing a vast array of content—from infographics to video to virtual reality—while its RFI Labs operation serves as an incubator for new ideas in mobile marketing, geo-targeting, ambient intelligence and crowdsourced storytelling.

More recently, the firm launched "incubator agency" Bloom, which is testing new technologies, social

channels and mobile platforms in an effort to create more personalized connections in a fragmented media landscape, and designing new storytelling approaches that cover a variety of formats, such as film and video, virtual reality, comics, print, mobile, web content, music, games and location-based marketing. The firm also brought in Katja Schroeder—formerly of Burson-Marsteller and her own agency Expedition—to lead the transmedia storytelling brand's technology work. From using virtual reality in employee communications (helping GSK "sell" its new US headquarters location) to the analytics surrounding its influencer engagement, the work is increasingly impressive.

FINANCIAL AGENCY OF THE YEAR





JOELE FRANK (INDEPENDENT)

"We help our clients take control," is the Joele Frank promise. In the context of the world in which the firm operates—mergers and acquisitions, proxy battles, activist attacks and other high-stakes special situations—that's a big promise, and one on which the

firm has been delivering for 15 years. Over that time, the firm has grown to 100 people—including 19 partners—and expanded to the west coast, with a new San Francisco office in 2015, supplementing its crisis work with some broad retainer-based investor relations and corporate communications work (two-thirds of its special situations turn into retainer assignments) for clients such as Alcoa, American Airlines, DuPont, Martin Marietta, Merck, Monsanto, Procter & Gamble, Salesforce.com, Sears Holdings and more—as well as new additions AB Electrolux, Avon Products, Humana, Teva Pharmaceutical and Yum! Brands.

In the US, Joele Frank led the mergermarket rankings last year in terms of deal volume (132) and came in second by value of deals worked, with highlights including work for DuPont in its proxy contest against Trian Fund Management and subsequent merger with The Dow Chemical; GE with the announcement of its plan to sell most of its GE Capital assets; The Williams Companies in its sale to Energy Transfer Equity; Teva Pharmaceutical in its unsolicited proposal to acquire Mylan and its acquisition of Allergan's generics business; and Humana in its sale to Aetna. The firm also assisted on 72 management changes in 2015, and handled several restructurings in the energy and commodities markets.

BRUNSWICK (INDEPENDENT)

Finalist

Brunswick Group provided communications support for more mergers and acquisitions more than 200—than any other public relations firm in 2015, according to the latest data from industry authority mergermarket, and while its US operation was slightly less active (108 deals) it still finished number one in terms of the value of deals worked, clearly benefiting from the firm's unique international reach—23 offices around the world—and ability to handle even the biggest cross-border transaction.

But of course, Brunswick today is much more than just a deal shop: it has expertise that spans capital markets communications, corporate responsibility, crisis management, employee engagement, litigation, and public affairs. Indeed, the appointment of Maria Figueroa Kupcu to lead the New York office indicates the breadth of the firm's work: in nine years with the firm, she has focused on social purpose, supporting campaigns including PepsiCo's "Performance with Purpose" and Anheuser-Busch InBev's "Better World." Steve Lipin, who joined from The Wall Street Journal in 2001 and has spearheaded the firm's US growth, continues as senior partner, while veteran Republican strategist Ed Gillespie returned to the firm as senior counselor in Washington, DC, and other new additions included Laurie Hays

(formerly senior executive editor of Bloomberg News) and Kevin Bailey (former chief legal counsel for communications and external affairs at BP).

EDELMAN (DJE HOLDINGS)

Finalist

When Edelman hired Lex Suvanto from Abernathy MacGregor in the summer of 2013 to build a financial transactions capability, there was some understandable skepticism. For the most part, full service agencies are no longer a factor in an M&A world dominated by specialist firms, and several efforts to reverse that trend have failed. But after a year in which Edelman forced its way into the top 10 deal advisors according to the league table compiled by industry authority mergermarket, the addition of Suvanto is looking more and more like a smart move. Edelman finished sixth in the value of deals worked (\$299 billion) last year and seventh in volume (84) working on significant transactions including Willis' acquisition of Gras Savoye; the DTZ merger with Cushman & Wakefield; FujiFllm's acquisition of Cellular Dynamics; Journal Media Group's sale to Gannett; and PayPal's acquisition of Xoom. The firm has also added talent in the US, Nadia Damouni, previously M&A team leader at Reuters; Brett Philbin, previously banking reporter at Wall Street Journal; Deb Wasser, an IR industry veteran with more than 25 years of experience most recently with Veeco Industries;

and Ted McHugh, previously head of IR at a real estate investment trust. Now Suvanto has a global role, presiding over a financial communications capability bolstered by the acquisitions of Smithfield Consultants in London and ergo in Germany and Edelman can expect to be a player in crossborder transactions for some time to come.

FINSBURY (WPP)

Finalist

While many of the firms in its space have been forced to diversify beyond financial transactions to add more retainer corporate reputation work, Finsbury—at least in the US has been facing the opposite challenge. An established leader in the high-stakes corporate realm since its Robinson Lerer & Montgomery days, the firm has been expanding its financial and M&A capabilities to take advantage of the cross-border potential presented by its UK operation, a perennial leader in the M&A rankings there. And there is certainly evidence that Finsbury's US operations are making progress, ranking in the top eight by both value and volume, representing SABMiller in the \$107 billion Anheuser-Busch InBev deal; Royal Dutch Shell's \$70 billion acquisition of BG Group; the Walgreens Boots Alliance/Rite Aid merger; and UnitedHealth Group's acquisition of Catamaran.

Meanwhile, the firm has continued to handle high-

profile work from the Toyota and Volkswagen crises the CEO transition at the iconic retailer Ralph Lauren to Duke Energy's settlement with the Department of Justice. New business came from SABMiller, Royal Dutch Shell, Barclays, Google, Ernst & Young, Bank of China and more, joining the likes of Verizon, Starbucks, Ahold, and Deutsche Bank and contributing to double digit growth in 2015 (global fee income is north of \$80 million).

There was new talent too, with Peter Land, former global CCO at AOL, joining as partner and former Wall Street Journal journalist Deborah Solomon, Bloomberg News legal writer Sherri Toub, and MF Global and Fitch Ratings veteran Lisa Kampf all joining as principals, working alongside US chief executive Michael Gross and partner Kal Goldberg, who has been building the M&A practice.

KEKST AND COMPANY (PUBLICIS GROUPE)

Finalist

Having enjoyed the benefits of a strong and stable leadership team for many years under Gershon Kekst and Larry Rand, the passing of the generational torch at Kekst and Company—along with the firm's acquisition by Publicis—gave competitors hope that the most storied of the New York-based corporate and financial communications specialists might be vulnerable. But Kekst—a pioneer in providing investor and public

relations support in mergers and acquisitions, bankruptcies, corporate governance crises, leadership transitions, litigation, and more—has handled the transition smoothly, with Jeremy Fielding taking the helm as Kekst's president and CEO in 2014 and agency veteran Jim Fingeroth appointed as executive chairman.

The firm employs about 70 senior consultants, and continues to rank among the leaders in the US M&A arena, handling 116 deals in 2015 (third in both volume and value of deals worked, according to mergermarket) including Dell's acquisition of EMC, while continuing to see growth in shareholder activism, crisis communications (it handled Volkswagen's issues in the US), leadership transitions, and bankruptcies and restructurings (Radio Shack, among others).

HEALTHCARE AGENCY OF THE YEAR



SPECTRUM (INDEPENDENT)

Spectrum has remarkably navigated a series of changes initiated in 2014 — a restructuring from a crossfunctional model to one with



distinct practice areas and a leadership change as founder John Seng began a transition to being emeritus, meanwhile while Jonathan Wilson ascended as president.

Even so, the 20-year-old firm emerged with revenues up 56% to nearly \$15m in 2015 with 65 employees across its offices in Washington DC, New York (opened in 2015) and Atlanta (opened in 2015). New clients AbbVie, Tesaro, Zafgen and Genocea join an existing roster with Astellas, Covidien/ Medtronic, Roche Diagnostics, St. Jude Children's Research Hospital, Acura Pharmaceuticals, among others.

The firm points to its "One Spectrum" ideology for its enduring success. For instance, Spectrum operates as one firm across all offices, sharing teams and resources, with a single P&L. It also looks to have expertise across the divergent worlds of trendy, consumer brands and high science pharmaceutical products, bringing a unique mix of scientific rigor and contemporary smarts to its work.

AMENDOLA COMMUNICATIONS (INDEPENDENT)

Finalist

Launched in 2004 in Scottsdale, AZ, Amendola is proof of the continuing demand for boutique-sized firms that are fully immersed in the healthcare sector. In this case, Jodi Amendola has built an agency that focuses exclusively on healthcare and health IT, with 18 staff based across a national network that also includes a presence in Chicago; San Francisco; Salt Lake City; Austin; South Dakota; Michigan; and, North Carolina.

In particular, Amendola's approach to healthcare content has helped the firm distinguish itself from the traditional media relations model. That mentality has seen the firm revamp its operational model, towards a more specialist-oriented offering, bringing in content and media relations talent to support an account manager who focuses solely on the client relationship. Growth of 51% last year suggests that Amendola's approach is bearing fruit, with new clients including Aprima, Collibrium, HGS, SCIO Health Analytics, Sunguest, Wanda, and Zipongo joining a roster that already features Aptus Health, Bernoulli, Availity, ClearData, Health Catalyst, Sentrian, Skygen USA, Recondo and West Healthcare.

The senior team remains lead by Jodi Amendola, who is supported by strategist Jan Schulman, VP Todd Stein and MD Tim Boivin. There were also notable hires last year in the content and media relations space, reflecting the firm's move to a cross-functional model. And the work bears out this approach, particularly Amendola's work for Health Catalyst's Late-Binding enterprise data warehouse and analytics platform, which involved positioning the client's leadership team as visionary resources in the healthcare industry. That campaign owned much to the company's content development approach, also illustrated by the firm's knowledge centre — which has become a useful industry resource for many healthcare specialists, and is followed by a significant number of healthcare journalists who use it for background information and story ideas.

Accordingly, Amendola is deploying knowledge centre programs for several clients who want to make their website a goto resource within their market niche. For Phytel, for example, Amendola positioned the company as the industry leader in population health management, delivering more than 50 pieces of high-value content — helping Phytel build a strong reputation in the market, which ultimately led to the company's acquisition by IBM. A similar thought leadership approach was utilised for Physicians Interactive's launch of the Omnio mHealth clinical information application for healthcare professionals.

CHANDLER CHICCO AGENCY (INVENTIV HEALTH) Finalist

Chandler Chicco celebrated its 20th anniversary in 2015, an opportunity to reflect on an impressive two decades of leadership in healthcare PR the firm grew from five to 300 people before its acquisition by inVentiv Health—and to lay the



foundations to compete in a more challenging and complex future. An "employer of choice" before the term became fashionable, CCA rolled out a number of employee initiatives last year—Passion Grants, a new sabbatical policy, an expanded interoffice exchange policy—while encouraging greater creativity within the agency through a program called Fresh IDEAS (Ideation Development, External Inspiration, Actively Sharing).

With the healthcare communications landscape shifting beyond pharmaceutical marketing, the firm also expanded its capabilities in areas such as advocacy (publishing research into what patient groups want from pharma companies), change management, science communications (embedding scientific experts into every program), and patient engagement. The payoff was apparent in the second half of the year, when CCA picked up \$7 million in new business over a six-month period from a client list that includes Mylan, Novartis, NVS-Genentech, BioMarin, Celgene and Biogen.

Award-winning work includes the CIU & You unbranded awareness campaign on behalf of Genentech and Novartis, supporting the needs of people with chronic idiopathic urticarial and a program marking 10 years of Naglazyme, Biomarin's enzyme replacement therapy for one of the rarest conditions in the world, mucopolysaccharidosis type VI.

GCI HEALTH (WPP/COHN & WOLFE GROUP)

Finalist

One of the tangible consequences of GCI's decision to put the "patient at the center" of everything it does is an inexorable expansion of its work into venues where consumers are actually looking for healthcare information, which means greater use of digital and social channels, using paid, owned and shared alongside more traditional earned media. Working to raise awareness of Tecfidera (from Biogen) as a treatment option for relapsing multiple sclerosis, GCI Health partnered with Self magazine, style expert and talk show host Jeannie Mal, and select bloggers to drive engagement and web traffic. Using targeted media outreach, grassroots efforts, culturallyrelevant spokespeople and patient resources, meanwhile, the firm helped Merck reach black and Hispanic communities at a higher risk for type 2 diabetes and raise awareness of America's Diabetes Challenge.

While many client assignments remain confidential, GCI now works for eight of the nation's top 10 pharmaceutical companies, while also broadening its client base to include biotech, medical devices, payer/provider, association and health technology clients, growing by an impressive 23 percent.

The leadership team—CEO Wendy Lund, North American

president Kristin Cahill, president of scientific communication Jill Dosik—has been together for six years now and is building a culture that challenges employees to think differently about healthcare communications while providing a nurturing, collegial environment.

TOGORUN (OMNICOM/ FLEISHMANHILLARD)

Finalist

Since its launch in 2012 emerging from the ashes of CPR Worldwide, previously acquired by FleishmanHillard—Omnicom's TogoRun has quietly and confidently emerged as one of the best of a new generation of healthcare specialist firms. With two major clients at start-up—Lilly and Philips—CEO Gloria Janata quickly recognized the need to diversify, and over the past three years the firm has added about 30 clients: 2015 saw the addition of Accumen (a blood management consulting agency), CareCentrix (paid and earned media), the Digestive Health Physicians Association, Flexion (executive visibility, positioning and influencer outreach), the Italian Trade Commission (introducing healthcare startups to the US market), Lexicon Pharmaceuticals, Merck (CSR), the National Hemophilia Foundation and the Obesity Society.

Those clients join a roster that includes the original two, Allergan, Bayer, Novo Nordisk, Valeant and more, and showcase the broadening of the firm's capabilities—corporate reputation, CSR, executive leadership, as well as public affairs through an expanding Washington, DC, office. They also helped the firm to 16% growth in 2015, ending the year with fee income of around \$14 million. Meanwhile the firm—named for the 1925 Nome Serum Run, when a dog called Togo helped head off a diphtheria epidemic—continues to focus on its work environment and talent, with impressive interoffice cooperation and a culture of volunteerism.

PUBLIC AFFAIRS AGENCY OF THE YEAR



SKDKNICKERBOCKER (STAGWELL GROUP)

The big news at progressive public affairs firm
SKDKnickerbocker last year was the acquisition in October by Mark Penn's investment group
Stagwell Group. So far, the impact has been minimal—principals
Bill Knapp, Anita Dunn and Hilary
Rosen remain in place and the firm continues to work on a wide range of corporate, advocacy and political campaign clients.
SKDK's digital capabilities have continued to expand (and it now has access to the resources of

sister firm Code & Theory) and it has continued to strengthen its work in three key areas.

The first is in the M&A arena, where SKDK has built on its impressive work on the US Airways-American Airlines merger of a couple of years ago to become the go-to firm for M&A activity in Washington, DC, working with clients such as Anthem, GE Captial, and Pfizer (often in partnership with New York financial communications specialist Joele Frank). The second is providing support for some of the big progressive causes before the Supreme Court, typically working for broad-based coalitions on issues such as abortion, immigration reform, Obamacare and union voting rights. And the third is the opening up of Cuba, an issue in which the firm was involved from the outset (it won a SABRE for its work helping to free imprisoned government contractor Alan Gross and change US policy) and is now helping clients with market entry.

The firm also opened a west coast office last year, hiring former Obama administration official Bill Burton as managing director and working with west coast clients such as Disney and the University of California; continuing to work in the aviation sector with a coalition of US carriers and their unions concerned about the growth of Gulf airlines; and managing three Senate, 10 Congressional and a Governor's race.

APCO (INDEPENDENT)Finalist

The only truly global firm specializing in the public affairs sector, APCO gets plenty of credit for its policy expertise, but not enough recognition for its role as an innovator. The firm has been producing groundbreaking research in the corporate reputation space (its Return on Reputation methodology does a s much to quantify the impact of enhanced reputation as any industry instrument we have seen) and has also been pioneering the use of digital in public affairs—community management and content creation, of course, but also a data-driven social listening approach that has helped clients such as a major car company and the Better Medicare Alliance target specific messages at specific influences to engage them more efficiently.

In many respects, 2015 was a year of transition—growth was modest, in the low single digits—as Brad Staples took over the global leadership role and Clinton administration veteran Lisa Osborne-Ross took the reins of the flagship DC operation, but the firm brought in new business from Bechtel, Kellogg, Diageo, Nespresso and more (joining the likes of Microsoft, Mars, Lenovo, IKEA and the Clinton Global Initiative) and new talent including John Stauffer from Social@Ogilvy and Gadi Dechter from the Obama White House (as well as a host of millennials with solid digital and social chops),

while also strengthening its international advisory council.

FLEISHMANHILLARD (OMNICOM GROUP)

Finalist

With close to 500 people in Washington, DC, working across five brands—including GMMB, VOX Global, Togo Run and DDC Advocacy— FleishmanHillard has probably the most comprehensive public affairs capability of any of the fullservice agencies, and despite some. Its expertise in the market includes a host of government work, for agencies ranging from the FSA and FEMA to USDA and Homeland Security; the ability to handle global, federal and state legislative and regulatory issues, in areas that include food policy, healthcare, cybersecurity, homeland security, aviation, federal appropriations, energy and natural resources, the environment and technology; a CSR practice focused on social purpose and shared value.

The Vox brand, meanwhile, has a team of 60 offering digital advocacy, social media, grassroots and stakeholder outreach, event support and more; DDC, acquired two years ago, is a leader in datadriven advocacy campaigns; Togo Run focuses on the healthcare sector; and GMMB is an advertising and political consulting firm currently at the center of the Clinton campaign, among other critical efforts.

High-profile work in 2015 ranged from helping the US Department of Defense reduce the rate of binge drinking among junior service members to communicating Samsung Electronics' corporate social responsibility efforts on veteran and military family outreach initiatives to working with the Electronic Payments Coalition to overturn price caps contained in the Dodd-Frank Wall Street reform legislation.

GLOBAL STRATEGY GROUP (INDEPENDENT) Finalist

Because of the amount of political campaign work it undertakes, Global Strategy Group tends to grow in evennumbered years and retrench in the odd—a pattern it broke for the first time in 2013—and while revenues were flat in 2015, it was the firm's best non-campaign year. GSG is now generating about \$30 million a year (split evenly between research revenues and public affairs and communications) and now has about 100 people, about 75 of them in its New York headquarters.

The firm does most of its work in highly-regulated industries—energy and financial services and healthcare are all areas of strength—and is working on more and more high-profile issues. Among the corporate highlights in 2015, GSG worked with Comcast on its oft-criticized corporate reputation,

controversial pharmaceutical company Valeant on its regulatory issues, Con Edison on digital and social media and energy conservation initiatives, and "gig economy" companies such as Uber and Airbnb as they begin to encounter regulatory resistance to their rapid growth.

But the firm also does some interesting work outside of the corporate realm, supporting the ACLU on issues related to the Patriot Act, regional soccer governing body CONCACAF on the fallout from corruption investigations, and the FealGood Foundation on the renewal of the 9/11 health bill. Head of research Nick Gourevitch was promoted to partner last year, and the firm added senior vice presidents Matt Canter (in DC from the Democratic Senatorial Campaign Committee) and in New York Glen Caplin (former communications director to US Senator Kirsten Gillibrand) and Dana Yeganian (from Capstrat).

SINGER ASSOCIATES (INDEPENDENT)

Finalist

When it comes to high-stakes public battles in Northern California, Sam Singer's firm is very likely to be involved on one side of the aisle. The firm has racked up numerous victories for clients across real estate, environmental issues, litigation, labor disputes, transportation, among many other critical issues. The San Francisco Chronicle has called Singer "San Francisco's master of crisis communications."



Singer's built a strong business on that reputation over 15 years. Revenues are \$4.7m, up 7% with 18 people working on clients that include Chevron, Stanford University, Hong Kong Economic Trade Office, Charles Schwab, AirBnb, City of San Bruno, Mission Bay Alliance and the Napa Valley Wine Train, among many others. Among its notable work, Singer was hired by a group of concerned Catholic parents, teachers, students and donors to battle the Archbishop on a "loyalty oath" that played out on a national stage.

TECHNOLOGY AGENCY OF THE YEAR



METHOD COMMUNICATIONS (INDEPENDENT)

Method seems to be the technology firm that blindsided Silicon Valley by arriving into the market already inching towards \$10m. The Salt Lake City-based agency started when the co-founders, who handled communications for the billionaire Sorenson family's business empire, spun Method off as an independent entity in 2010.

In the span of just six years, Method averaged 70% yearover-year growth to nearly \$10m with 65 employees across Salt Lake City, San Francisco and Los Angeles. The firm's client portfolio reflects its leadership in fintech and edtech — for instance, personal finance platform Credit Karma has more than 50 million members; BlueVine and Robinhood have been recognized among Fast Company's Most Innovative Companies. In edtech, Method represents Instructure, which went public in 2015, and Pluralsight, an e-learning platform with a valuation exceeding \$1 billion, and up-and-comers like Clever and GoGuardian.

Its work on Vivint Smart Home featured the company's CEO on the CBS show "Undercover Boss" — and amplifying that with more media to help the company standout in a market crowded with titans like Google, Apple and ADT. Client Domo wanted brand awareness and leadership while keeping the details of its technology stealth, so the Method laid the groundwork with customer case studies and contributed articles until the company was ready for a fullblown media tour.

Co-founder David Parkinson recently relocated to San Francisco, meanwhile co-founder Jacob Moon remains in Salt Lake City. Heather England, hired from OutCast, is among the leaders in its San Francisco operation.

BATEMAN GROUP (INDEPENDENT)

Finalist

Amid the crowded — and ever-growing — field of Silicon Valley boutiques, the Bateman Group has steadily evolved and expanded over a decade. Revenue is up 33% to \$8.3m with 48 staff across offices in San Francisco and Brooklyn. Key long-term clients include AdRoll, Google, Lightspeed, Ping with new wins Blue State Digital, CloudPassage, Intuit QuickBase, LinkedIn, L'Oreal and others. The new clients wins are indicative of a strategy the firm put forth last year to diversify the portfolio to include new sectors like digital media/marketing, digital health and wellness, consumer, and research and innovation

Bateman also expanded its owned content work and is now managing blogs (from ideation to editorial calendar to writing) for multiple clients. The firm's data storytelling offers primary and third-party research from ideation through designing a narrative around the results and media placement. Notable work includes securing a New York Times business section cover story for HackerOne — a piece that was strategically designed to spark broad interest in the company leading up to its Series B funding event.

Inspired by the 1-1-1 movement created by Salesforce, Bateman's E3THOS pledges 2% of profits, 2% of time and 2% of partner

equity to support local nonprofit programs in San Francisco and New York.

The Bulleit Group (Independent) Founded in 2012, the Bulleit Group takes the view that media attention is the byproduct of a great narrative — an axiom that's often overlooked in the publicity frenzy of tech PR. Cofounders Kyle Arteaga and Alex Hunter stripped away many traditional firm practices to streamline administration and overhead — and to operate in a style that reflects the agility and pace of its clients.

Revenues are above \$2m, up 39% from the prior year (with projections to grow 60% in 2016) with 16 people across San Francisco, Nashville, Washington DC, New York and London. The client portfolio is a careful balance between larger and smaller companies, and consumer and enterprise. This includes working on seven division of Google, Eero, Halo Neuroscience, itBit, Flexport and Gigster.

When providing examples of its work, furthermore, Bulleit manages to circle the outcome back to an actual business objectives like stock price, business and partnership leads generated and sales goals.

THE HOFFMAN AGENCY (INDEPENDENT)

Finalist

CEO Lou Hoffman persistently pushes his agency to exceed

expectations and challenge outdated industry conventions — but not for its own sake. The point is "to stay out of PR commodity hell" by figuring out ways to remedy poor organic SEO results for clients (especially those who are spending money on the paid side of this) or creating a storytelling methodology that eschews the noise pollution trap. Hoffman's also pushes the industry to seriously consider its approach to media relations by applying supply-and-demand economics theory to media relations.

Revenues are \$4.5m with fueled by wins like High Definition Audio that hired the firm for content marketing on the strength of its storytelling methodology and SEO expertise and Avast, joining existing clients Nautilus, City of Fremont, Stamps.com and Nokia. SABRE judges gave nods to the firm's use of LinkedIn for ZixCorp, alignment of organic and paid SEO for Endicia (as well as its work refining the content of its blog) and the lean-thinking used to build a Fitness IO survey for Nautilus.

WALKER SANDS (INDEPENDENT)

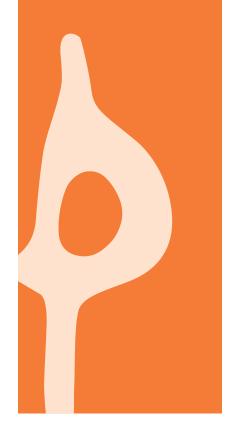
Finalist

The dark horse in the technology category, Walker Sands has been around for 15 years growing 177% just in the last three years. In 2015, the firm grew 52% from \$4.6 million to \$7 million and brought on 28 new employees across its offices in Chicago and San Francisco.

Their approach is the Digital Ecosystem (an integrated model that incorporates earned, owned, paid strategies) that has pushed the firm to make investments in Google Analytics certifications, visual storytelling, copywriters and video storytellers.

The work includes helping Dotcom Distribution, an e-commerce fulfillment and thirdparty logistics provider, evolve its lead generation program from referrals and telemarketing to a content-driven approach that leverages PR, social and search tactics. The strategy triggered an 85% increase in web traffic, grew Dotcom's monthly web leads tenfold, and contributed to more than \$3 million in new business. Meanwhile, when CompTIA, a nonprofit IT association, looked to launch a new cybersecurity training program, Walker Sands launched a social experiment. 200 unmarked USBs were dropped in cities across the US to see how many people would plug them in. The resulting research was used to create a report, infographic and video series which yielded more than 100 placements, 53 million impressions and almost 400 new leads for their program. Other clients include GrubHub, G2 Crowd, Accenture Interactive and others.

Mike Santoro has been the firm's president since 2008.



THE 2016 BEST AGENCIES TO WORK FOR NORTH AMERICA

The Holmes Report's
Best Agencies to Work
For are determined by a
comprehensive survey
of agency employees,
at around 50 agencies
throughout North America.

The process solicits employee views on a wide range of issues ranging from the integrity of senior management to the quality of professional development, from empowerment and risktaking to compensation.

Being selected as a Best Agency to Work For by the Holmes Report is considered the ultimate benchmark of PR firm culture and workplace performance, in an industry whose primary asset remains its people. The four winners received their awards at the SABRE Awards dinner on May 3 at Cipriani New York.

BEST LARGE AGENCY TO WORK FOR EDELMAN

Edelman's employer brand has come a long way since the days when the firm was known for a ruthless, winner-takes-all culture that prized new business success above collegiality, collaboration and client services. The firm's success—it has outpaced most of its multinational peers in recent years—is clearly a contributing factor, as is the firm's independence, but Edelman has also recognized the need to attract talent from non-traditional areas (data and digital, analytics and advertising) and so it has put in the work to create a truly special work environment.

Some non-traditional professional development opportunities include a "mini MBA" program that sends future leaders for a two-week immersion at the University of Chicago Booth School of Business and a contest offering emerging creative

talent a ticket to Cannes. On the work-life balance front, the firm rewards 30 employees each year with \$1,500 and an additional week of vacation each to be used to either "Live a Dream" by pursing a personal goal or interest or "Give a Dream" by giving back to the community. New moms can take advantage of a "gradual return to work program" and there's a "pick your perk" benefit for west coast employees to invest in personal wellness.

Honorable mentions: Weber Shandwick, Cohn & Wolfe, APCO Worldwide, Hill+Knowlton Strategies

BEST MIDSIZE AGENCY TO WORK FOR COYNE PR

Coyne PR's positioning, "where you want to be," is a pithy and direct statement of the firm's longtime ambition to become a destination for both clients and

talent, summed up in its mission: "Not to be the best agency in America, but the best one to work for. If we are the best place to work, we will get the best people. If we have the best people, we will get the best clients. If we have the best people and clients, how can we not be the best agency in America?"

Benefits include zero co-pays for doctor visits, a generous holiday schedule along with Paid Time Off, unlimited sick time and birthdays off, in addition to two

CREATING STORIES THROUGH THE ONE GLOBAL LANGUAGE THAT CONNECTS US ALL:

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volunteer days per year. There's a formal management training program, plenty of opportunity for mid-level employees to share ideas with the leadership team, and internal and external classes focusing on management training, presentation skills and more. "Trust, truth and integrity are the cornerstone of this agency," says one respondent to our survey. Adds another: "We really believe that values in business still matter. We live to do the right thing."

Honorable mentions: M Booth, Finn Partners, Text 100, GCI Health

BEST SMALL AGENCY TO WORK FOR REVIVEHEALTH

ReviveHealth's values—"our employees are inspired to always be better and have fun in a work environment facilitated by diversity, respect, transparency, and authenticity," the firm says were created by the entire staff in 2009 and updated in 2014. Employees are review based on these values, and the firm twice yearly anonymous surveys for the staff to rate themselves, their peers, their manager, the executive group, and individual members of the leadership team on the same criteria, ensuring that "culture isn¹t just a thing we talk about, it1s something we actively measure and manage."

Beyond basic things like career ladders and individualized

professional development plans, and an onboarding process that provides a mentor for everyone, there's an emphasis on fun, from staff retreats to impromptu parties. "You are given the opportunity to grow however far you can go," says one respondent. "There's lots of leeway to be successful; it's a great agency if you want to make your own way." Adds another: "I love that our agency really empowers people to 'own it' and grow in their time here at Revive. Management is always open to ideas for how we can be better."

Honorable mentions: Davies Public Affairs, Powermarketing, PAN Communications, rbb

BEST BOUTIQUE AGENCY TO WORK FOR GROUNDFLOOR MEDIA

Denver-based GroundFloor Media is distinguished first and foremost by a commitment to community services that dates back to its founding—it gives the equivalent of approximately 15% of its annual revenues back to the community and employees can receive up to four hours of paid time off each month for volunteer work through the firm's Get Grounded program —and has been expanded in the past 12 months to include a new primary charitable giving arm in 2015 called The Get Grounded Foundation that provides community grants.

But there's also an acknowledgement that employees have lives outside the office and an understanding that treating them like adults will be rewarded, so GFMers can work at anytime from anywhere, and expectations in terms of billability are markedly different from industry averages (closer to 60% than 80%). "Our benefits are pretty unbelievable," says one respondent. "We recently rolled out unlimited vacation and it is the greatest thing ever. The flexibility we are allowed is unreal. People are constantly amazed at the level of freedom." No wonder the firm has been named one of the top five places to work in the US by Outside magazine and boasts an employee retention rate of around 95%.

Honorable mentions: Group Gordon, Walker Sands, Zapwater Communications, Allidura Consumer



Our 2016 EMEA PR
Consultancies of the
Year are the result of
an exhaustive research
process involving more
than 200 submissions
and face-to-face meetings
with the best PR firms
across Europe, the Middle
East and Africa.

Winners were revealed at the EMEA SABRE Awards in Berlin on 25 May.

PAN-EMEA CONSULTANCY OF THE YEAR HILL+KNOWLTON STRATEGIES (WPP)



Now back on a considerably more even keel, Hill+Knowlton Strategies submitted its best EMEA performance for the better part of a decade, ensuring that one of the biggest PR networks in the region functioned as more of a benefit than a burden. A strong financial performance included revenue expansion in a majority of markets, led by doubledigit growth in the UK, France, Germany, Italy, Russia, the Middle East and South Africa.

All of that was enough for healthy single-digit growth and improved profitability across the 43 operations that make up H+K's EMEA network, accounting for more than \$160m in revenue. Major new business included Huawei, Arla, Norad, Norwegian Central Bank, Hurtigruten and the G20 meeting in Turkey, while the firm's top clients grew their revenues by 30%. In terms of capabilities, H+K continues to retain one of the strongest energy teams in the business (with 60 people in the region working on blue-chip brands such as Shell and Statoil), and also possesses a broad portfolio of clients across FMCG, technology and healthcare, reflecting its status as perhaps the region's biggest PR network.



In addition to a UK office that now numbers 300 people, H+K retains a strong presence across Russia and Middle East/Africa — all of which saw standout performances in 2015 — along with substantial operations in Germany, the Mediterranean, France, the Benelux and the Nordics. The last of these is the home region of EMEA chairman/ CEO Lars Erik Grønntun, who has overseen a visible improvement in H+K's regional cohesion since he took charge in 2014. The firm's performance in its traditional powerhouse UK market, led by Richard Millar, amounted to its best since the 2012 Olympics year, with double-digit growth led by strong energy and technology practices, along with the Bisqit content arm that now numbers 50 people. Key clients include P&G, Intel, Ford and Tata Communications, along with new business for Shire, Huawei, Chivas, HSBC and Novartis.

Much of H+K's regional growth, meanwhile, is being driven by the shift to a more creative, content-led approach, led a global creative hub in London, as the firm attempts to build the blend of generalist and specialist skills that are required of the modern PR firm. This is exemplified by the firm's partnership with Hyper Island, its development of a behavioural insights practice, its deployment of more sophisticated analytics tools, and a major expansion in its learning and development programmes across the region. All of it, furthermore, is underpinned by a genuine commitment to

evolve the firm's culture and skills — its London office plays a global lead role in this initiative, thanks to such executives as Millar, global creative head Simon Shaw, publishing/content lead Vikki Chowney, and global business development head Sam Lythgoe. That commitment has also led to a noticeable uplift in campaign work, demonstrated by campaigns for io, Injaz Al-Arab, the Qatar Olympic Commission and Alibaba in Russia.

BURSON-MARSTELLER (WPP) Finalist

Burson-Marsteller faces an interesting challenge. It needs to convince clients—and potential employees—that it is capable of leading the charge on innovation in the brand-building arena, but it doesn't want to lose its reputation for providing a unique breadth and depth of senior counsel on critical issues in the reputation space. It's a challenge that the firm is handling pretty well in the EMEA region, where it has quietly been producing some cool, cutting-edge work in social responsibility (its Swedish campaign to reduce usage of the inexplicably popular Snus smokeless tobacco) and integrated marketing (it still does grand-scale pan-European campaigns like promoting the European Week of Sport better than pretty much anyone). At the same time, the firm handled crisis response after the Germanwings crash and has been working

with Egypt to revive the country's

tourism industry after a series of security scares.

The work is backed up with some industry-best thought leadership, from the Arab Youth Survey produced by Asdaa BM (now in its eighth year) to the Twiplomacy study focused on the use of social media by politicians and statesmen around the world. New talent reflects the balance BM is striking, from new senior advisor Geoff McDonald (previously overseeing change management at Unilever) to managing director of public affairs Andrew Cecil (formerly with Amazon's EU public affairs operation). The results are impressive: growth in the high single digits across the region (with Africa, the Middle East, the Nordics, France and the UK among the standout performers) and new business from Oracle and Samsung in the tech space, Bayer and GSK in healthcare, Lavazza and the Jamaica Tourist Board in consumer, and easy let, Coca-Cola and Raytheon in public affairs.

EDELMAN (INDEPENDENT)

Finalist

Despite high-profile pullouts from Russia, Turkey and Poland — leaving the firm without a branded presence in Central and Eastern Europe — Edelman, our reigning Pan-EMEA Consultancy of the Year, continued its impressive growth in the region, with acquisitions (more on that later) fuelling double-digit expansion to around \$180m



across Europe, the Middle East and Africa. The pullouts remain a key pillar in European CEO Michael Stewart's plan to focus resources on bigger European markets such as the UK, Germany and France. In all three of those, the firm has expanded its capabilities considerably via acquisition, of Smithfield in the UK (where Edelman reported around \$80m in fee income), market leader Elan in France (where it now numbers more than 160 people), and Ergo in Germany (which gives it 300 people and \$37m in revenue). In smaller markets like Spain and Italy, Edelman has focused on profitability, while its Swedish presence retains a demonstrable flair for creativity, thanks to the addition of boutique creative firm Deportivo.

Edelman's Middle Eastern presence, meanwhile, is now one of the largest in that region, with its Abu Dhabi operation complemented by the acquisition of Dubai powerhouse Dabo & Co, giving it 150 people across the two markets. A smaller South African presence continues to grow, with regional head Rob Holdheim reorganising management across the overall sub-region to better balance the firm's corporate and consumer capabilities.

The firm continues to work for some of the region's biggest brand names, including AstraZeneca, HP, Johnson & Johnson, Microsoft, Novartis, Roche, Shell, Tata, Mubadala, Dubai Tourism and Unilever,

and picked up impressive new business from PayPal, M&S, L'Occitane, Easyjet and Renault Nissan. There was plenty of new thinking too, via a new public affairs global campaign tool called The Edge; from the Edelman Intelligence research and analytics business; and from a more defined focus on CMO budgets. All of which led to some fine work, with Edelman netting 8 SABRE nominations on behalf of such clients as Ryanair, Dove, PayPal and Unicef.

OGILVY PR (WPP)

Finalist

Two years after winning win Pan-EMEA Consultancy of the Year honours, Ogilvy PR continues to grow in stature and scope across the region, with a relatively seamless leadership transition seeing Michael Frohlich take over EMEA leadership from global CEO Stuart Smith. Regional scale remains a priority for the smallest of Ogilvy PR's global regions, now weighing at around \$70m in fee income, with approximately 700 people spread across 25 offices in EMEA. The firm's regional profile, now features strong operations in numerous markets, notably in mature countries like the UK and France and, notably, in MENA — where Memac Ogilvy's network gives the agency 14 offices, generating an estimated \$10m in revenue after another year of double-digit growth and impressive client work. Indeed, Ogilvy possesses an edge on many of its rivals in so-called emerging markets (it is also a

market leader in South Africa and Ireland), even as it seeks better growth in Germany, Spain, the Czech Republic, Brussels and Austria. Unsurprisingly, given its ambition of growing EMEA to \$140m by 2020, Ogilvy PR is eyeing further geographic expansion, into more African markets, as well as places like Italy, Hungary, Israel and the Netherlands.

It is making those moves from a position of relative strength, thanks to the continued excellent performance of its UK operation, now led by Marshall Manson. Like many of its network peers, the UK has taken a leading role in retooling and reshaping Ogilvy PR's capabilities to good effect — Ogilvy can credibly claim to be small and nimble enough for those changes to be adopted in a more seamless fashion across its network than more unwieldy rivals. Which has helped its overall business growth too: Ogilvy PR's top 30 clients grew by 30% and its top 20 clients now account for 35% of revenue, with 90% shared across more than one office. Much of that comes down to Ogilvy PR's ability to play well in an increasingly integrated landscape. The Social@Ogilvy unit remains one of the best in the business, and the network's creativity is apparent in some standout work — particularly from the UK, Middle East and South Africa — for such clients as Coca-Cola and KFC. There was plenty of significant new business too in 2015, from such companies as TK Maxx. Merck, the Suez Canal, Huawei

and Ikea, joining a client roster that already features Google, Ford, Puma, Nestle, IBM, Amex, Pfizer and LG.

WEBER SHANDWICK (INTERPUBLIC GROUP)

Finalist

With more than 1,000 employees across 74 offices—the most recent being an African hub in Johannesburg—Weber Shandwick has one of the strongest networks in EMEA, and with 14 percent growth in 2015 (half of it organic, half of it coming from 2014's acquisition of Swedish giant Prime) the firm appears to be firing on all cylinders. It's easy to identify some of the important growth drivers. Digital, for one, now contributes 30 percent of Weber Shandwick's revenues across the region and grew by 25 percent last year, with a host of new hires in data and analytics and content creation (executive) creative director James Nester from We Are Social, EMEA head of content Al Berry from Bacardi), and expansion of the firm's Studio offering. The work ranges from superb content creation (the Don't Drink and Dive campaign for Swedish insurer Trygg-Hansa) to innovative new media use (the #washedaway billboard campaign for charity Action Aid) to creative crisis management ("Save the Squirrell" for Nestle in Greece) to health education (AstraZeneca's anti-diabetes efforts in Spain). There's greater consistency across the region too: London, with close to 250 people, is still a powerhouse, but there

was double-digit growth in key markets such as Brussels and Germany and—more surprisingly—in Spain. New business, meanwhile, came from AB InBev. British Gas. McDonald's. Novartis, Ocado, Purina, Roche, Sealed Air and more, while existing clients contributed too: WS retained 92 percent of its top 40 clients, which increased their spending by a combined 32 percent last year. And finally, Weber Shandwick is making an impressive investment in learning and development, ranging from classroom instruction to webinars, self-directed learning and external programmes; in diversity and inclusion; and in an overall employee value proposition that is one reason the firm was names a top 100 employer by the Sunday Times yet again last year.

AFRICA PR CONSULTANCY OF THE YEAR:



MAGNA CARTA (OMNICOM GROUP)

After a difficult period that sparked a restructuring of its senior team, one of South Africa's largest PR consultancies appeared back to its best in 2015, even as growth proved elusive thanks to broader economic conditions. CEO Vincent Magwenya oversees an approach that is heavy on new thinking and new products, including a particularly focus on opportunities in the broader African region, along with a separate 'media house' service that focuses on content production, and a range of higher-margin reputation management services such as policy and regulatory advocacy.

New business in 2015 included Land Bank, Redefine, Allan Gray, Blue Diamond Growers Incobrands, and Waih Management Services, helping Magna Carta navigate budget cuts by one its biggest clients, Eskom. Other key accounts include Standard Bank, Deloitte & Touche, Emirates, Engen, Datsun, Clicks, Adidas, Rhodes Food Group and Shangai Zendai. Campaign highlights included the launch of the Western Cape Funding Fair with Deloitte and the Department of Economic Development of Tourism; a commemorative stamp for Oxford University Press' 100th year in Southern Africa; the Living Africa blog for Standard Bank Group; and helping Eskom's efforts to discourage the illegal use of electricity. Much of the work is driven by an approach to content and influencer marketing that is among the best in the market.

ATMOSPHERE (KING JAMES GROUP)

Finalist

Atmosphere is one of the firms at the vanguard of South Africa's progression into a sophisticated public relations market. The 14year old firm now employs 40 consultants and blends strategic insight and creative savvy to exceptional effect at times, bolstering its reputation as one of the country's more innovative PR firms. In common with many of its rivals, growth was difficult amid tough market conditions in 2015. The firm now reports around \$1.7m in fee income, and continues to showcase

an aptitude for highly creative, compelling work, on behalf of such clients as Sanlam, Santam, Capitec Bank, Windhoek Beer, Unilever, Pepsico, Burger King and Swift. In 2015, furthermore, there was new business from Boschendal Wines, Commercial Bank of Mauritius, Taj Hotel, P&G, Hasbro, CottonOn, Medtronic and Brita.

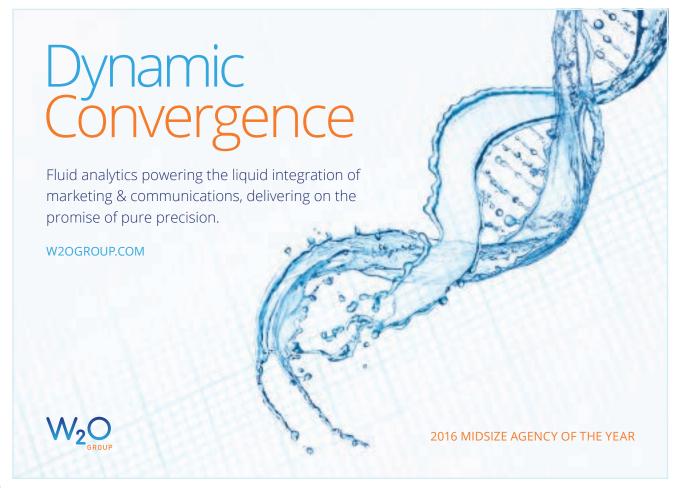
CEO Nicola Nel is supported by directors Lauren Volmink and Megann Outram, oversees a firm that continues to develop some groundbreaking campaigns, such as a major effort to build awareness for Cape Town's free drug rehabilitation programme.

There has also been innovation in its products, particularly the Atmosphere Media Index, which aims to bring higher level of sophistication to media measurement through a customised scoring system. Also worth noting is Atmosphere's staff culture, which it describes as flat and consensus-driven and includes a strong focus on training and development.

BURSON-MARSTELLER (WPP)

Finalist

Burson-Marsteller has been a finalist in all six years that the African Consultancy of the Year





award has been presented (and a winner twice) and this is not the year for that streak to come to an end. The focal point of the firm's African network is of course the Arcay Burson-Marsteller operation in South Africa, led by chairman Robyn de Villiers, but the firm has a network of 350 professionals in 53 nations across the continent (more than 30 of them now bearing the Burson-Marsteller brand) and several of them are industry leaders in their own right: Desiree Gomes of Engage Burson-Marsteller in Kenya, recipient of the PRSK Lifetime Achievement Golden Honours: Yomi Badejo-Okusanya of CMC Connect Burson-Marsteller in Nigeria and secretary general of APRA; and Alain Amoussoukpevi of Prime Media Burson-Marsteller in Benin.

The firm has been handled public relations for Turner Broadcasting and its CNN, TCM, Cartoon Network and Boomerang channels, with a focus on South Africa, Nigeria and Kenya; helping the Carlson-Rezidor Hotel Group differentiate its brands across. South Africa and several sub-Saharan markets; partnering with SES, the Luxembourg-based satellite company, to roll out services and engage with key stakeholders; providing toptier media relations support to Huawei as it launched its P8 smartphone; and delivering pro bono support for the Project Everyone campaign, raising awareness of sustainable development goals. Meanwhile, Blast Communications—the firm's affiliate for the Indian Ocean

islands—won a Gold SABRE for its ebola fund raising campaign on behalf of client ABAX.

DJEMBE COMMUNICATIONS (INDEPENDENT)

Finalist

Named after the West African drum, Djembe is one of the best of the new generation of African PR firms, combining high-level strategic consultancy with a rigourous understanding of local market conditions across the continent. Dubai-based managing director Mitchell Prather previously led Grayling's and Golin's operations in the region and also worked as a senior manager at Mubadala Development Company, giving him plenty of experience of the region's key markets. Prather is supported by regional director Nicole Anwer, and together the duo oversee a firm that has grown to 45 people in just over three years, already reporting \$6m in fee income across Dubai, Luanda, Lagos, London, Maputo, Rabat, Accra, New York, Washington DC and Zurich.

Djembe's positioning, which focuses on reputation management and local insight, has proved popular, particularly with Angolan government vehicles that require a more sophisticated public relations approach. Key clients include the country's Sovereign Wealth Fund; its Venture Capital Fund; the country's first investment bank; the Porto de Caio port project; and the Academia de Gestão

Hoteleira Angolana hospitality academy. Beyond Angola, there is business from Tomé International and Uniqua Consulting, along with new business from NiFund in Nigeria and Morocco's Ministry of Communications. Djembe's approach is further underpinned by some excellent thought leadership, a new research platform that aims to analyse Africa's socio-economic growth, and roundtable events on job creation across sub-Saharan Africa. Also worth noting is the firm's commitment to its communities, demonstrated by the My Dream initiative to help Angolan children broaden their arts education.

MSLGROUP (PUBLICIS GROUPE)

Finalist

MSLGroup made a dramatic entry into the African market in February of last year when it acquired South Africa's Epic Communications—at the time The Holmes Report's reigning African Consultancy oif the Year. Epic, with 50 consultants across its Johannesburg and Cape Town offices—enough to rank among the top five in the market—and more than 40 retainer clients including Samsung, Nedbank, DHL, Cipla and Old Mutual, offered traditional media and investor relations, reputation management, activations, e-PR and digital expertise. The firm was founded and led by Elian Wiener, a former FleishmanHillard executive, and was already beginning to eye



3M, Anbang, the European Copper Institute and General Mills.

BEX*COMMUNICATIE (INDEPENDENT) Finalist

When a Dutch clinic discovered last year that more than 300 cancer patients had received lower than necessary doses of radiation over the last decade potentially increasing the risk of their cancer recurring— Bex*communicatie was on hand to advise a proactive communications strategy that combined expressions of apology and regret from the clinic's management team combined with an authoritative independent third-party assessment of the situation—an approach that maintained patient numbers, avoided lawsuits, and exemplified the makes Bex such a strong partner for so many leading Dutch companies. Now in its 30th year, Noud Bex's firm has enough experience in the crisis arena—the firm estimates it handles 75 crises a year—to handle the most delicate issues with confidence and candor while its own crisis handbook ensures a structured approach. Beyond the crisis realm, the firm has expertise in change management (led by chairman Monique Hendriks), corporate reputation management, executive training, and corporate storytelling. The firm works for a host of leading companies in the Dutch market, including Royal DSM, AbbVie, the Ministry of Foreign Affairs,

a more regional approach. So it was no surprise a year later when MSL parent Publicis Groupe acquired a "significant minority stake" in Nigeria's Troyka Group, which includes PR firm The Quadrant Company—our African PR Consultancy of the Year in 2012. The firm, led by managing director Bolaji Okusaga and with a team of 40, is now known as Quadrant MSLGroup. It has strong corporate communications capabilities as well as digital and social media capabilities that include QuiDig, a proprietary social listening tool. The two highly-regarded acquisitions give MSL instant credibility in what many observers expect to be two of the world's fastestgrowing PR markets.

BENELUX PR CONSULTANCY OF THE YEAR:



INTEREL (INDEPENDENT)

Interel is unique among Brusselsbased agencies for a couple of reasons: first, while there are many multinational firms with offices in the European capital, Interel may be the only Brusselsbased firm to have built its own international presence; and second, while there are public affairs and Belgian PR specialists in the market, only Interel operates successfully in both markets. The Belgian business led by managing partner Baudouin Velge—has been challenging in recent years—the country is home to relatively few corporate headquarters, and the local market is small and economically depressed, but Interel has 24 people focused on the local market, generating fees of around €3 million (up 17% last year) and serving clients such as Beiersdorf, ING, Bridgestone, Morgan Stanley, Air Liquide, Sanofi, Gilead, Google and AXA, with new business from Banque du Luxembourg, Total, D'leteren (the exclusive importer of Volkswagen in Belgium).

Underscoring its expertise in crisis, the firm issued a white paper and video on "Recalls in the Digital Age," while the firm also continues to grow its corporate reputation and public affairs work. The EU business, meanwhile, has expanded from traditional public affairs to incorporate a more integrated approach—traditional PR, corporate storytelling, digital and social work, content creation—a decision that fueled healthy 14 percent growth in 2015, which ended with the firm reporting €13.5 million in fees. Key clients include the Project Management Institute, Astellas, ISPO (the International Society of Prosthetics & Orthotics), IEEE (the Institute of Electrical and Electronic Engineers), Expedia, Coca Cola and Beiersdorf, with new additions including Ecolab,

ACE Europe, ASML, Unilever, Exxon Mobil, Glassdoor, Philips International, and Allen & Overy, generating fee income last year of €3.1 million.

COOPR (INDEPENDENT) Finalist

It was only five years ago that Jody Koehler and Jos Govaart spun Coopr (which was previously an online PR shop part of a larger Dutch agency) into an independent entity. Since then, the Rotterdam-based firm has grown from two people to 23 with a wide-ranging roster of clients that include Netflix (new), LinkedIn, Heinz (new), BMW, Groupon, Siemens, MTV, Warsteiner, WWE, Albert Heijn (new) and IBL.

In 2015, the team expanded from 11 to 21 people with revenues up 105%, despite facing a series of challenegs related to the availability of talent. Fee income is just shy of €2m — up from €963K in 2014. While the firm has established expertise in consumer and digital PR, in 2015 new clients came in from finance. tech and health. Also, last year Coopr acquired a creative agency that now functions as its in-house content hub Coopr Studio and it launched a digital marketing division. Notable work includes a stunt-based campaign for Coolblue, interactive videos for ledereenEHBO, a sandwich popup for De Ruijter and a massive digital glasses built for ZjeZuid.

FLEISHMANHILLARD (OMNICOM GROUP)

Finalist

Celebrating its 25th anniversary in the Brussels market this year, FleishmanHillard is one of the strongest multinationals in the European capital, with more than 70 people and revenues of around €12 million. One kev differentiator is the firm's leadership team. Regional director Caroline Wunnerlich has been with the firm since its second year (when it was still GPC) and provides a wealth of experience in advocacy, issues management and public affairs. Dan Baxter leads the firm's work in the manufacturing sector and has been with FH for 18 years in offices on three continents; Donald Ricketts has 16 years of experience with the firm and leads its financial services. practice; James Stevens joined in 2002 and has a background in energy and environmental policy. New additions in 2015 included Brett Kobie, head of digital, creative and social, who joined from MedTech Europe; Matt Hinde, who joined as senior VP from the UK Department of Energy & Climate Change; and Ray Pinto, who joined from Microsoft to head the tech team.

The firm has particular strength in financial services, from banking (Barclays, Credit Suisse, HSBC, JP Morgan, Morgan Stanley), the investment community (BlackRock, Pimco), to credit rating agencies (Standard & Poor's) and insurance (Aviva). New

to the client roster last year are Sandoz in healthcare, Centrica in the energy sector, and technology clients the European Tech Alliance and DropBox. A highlight in 2015 was FleishmanHillard's ongoing energy industry campaign GasNaturally, which the team took to COP 21 in Paris, drawing on the firm's pioneering True IQ social real-time social media visualisation platform.

LVT GROUP (INDEPENDENT)

Finalist

Like many firms, LVT Group is looking to make paid, owned and earned integral to its overall business model. The firm's unique structure involves specialist groups that each grow autonomously. 70% of its consultants are now Google certified to be savvier on the digital side. This model has led to 20% growth and a jump from 43 to 69 people across offices in Amsterdam, Bunnik and Brussels in 2015. LVT Group closed last year with €7.2m in turnover and is on the trajectory towards another 25% growth this year. The growth was driven by clients that include several multinational brands that are household names, but have requested not to be named. Tech continues to be its leading sector. CEO Charly Lammers van Toorenburg with MDs Karolien Hessels, Stella Jansen, Marielle van der Zouwen and Simone Jansen also in management.

DACH PR CONSULTANCY OF THE YEAR:



ACHTUNG! (GERMANY/INDEPENDENT)

In Germany, as in other developed markets, the disruptive potential of social media and the newfound interest in engaging consumers rather than bombarding them with advertising has created an opportunity for public relations firms to expand their role. But in Germany, as in other markets, many marketing executives don't believe PR agencies are fully equipped to take advantage of that opportunity. Over the past two years, achtung! has been actively working to persuade them that it can, undergoing a transformation of its own that include the establishment of an offer it calls The Lab, brining together art directors, copywriters, editors, community managers, video specialists, SEO managers, content marketers, and others to supplement more traditional PR resources.

Founder Mirko Kaminski has been bringing in new talent, including Hans Albers—whose diverse background includes stints at Jung von Matt/365, fischerAppelt and DDB Tribal—as chief creative officer. The payoff from all of this investment was apparent in 2015, as achtung! grew by 18%, breaking through the €10 million barrier for the first time and ranking eighth in the German market, with a team of close to 150. New business came from Acer, Airbnb, Bonduelle, Outdoorchef and Tom Tailor, and award-winning work included the "Angry Germans" litigation awareness campaign for Advocard legal insurance, and the SABRE-nominated "Attentive Eyes" marketing initiative for Swiss airlines.

FISCHERAPPELT (GERMANY/INDEPENDENT) Finalist

Germany's leading full-service independent, fischerAppelt got that way in part by anticipating some of the changes that have transformed the PR industry in recent years. It is now five years since brothers Andreas and Bernhard Fischer-Appelt—who founded the firm in 1986—reconfigured a once mainstream PR agency to create a "Federation of Ideas" that included advertising, design, events, video production, and even management consultancy under a single roof. In addition to being the third largest PR firm in Germany according to the authoritative Pfeffers ranking, fischerAppelt is now among the leading creative agencies in the market, boosted in 2015 by its acquisition of film production agency Atkon and its work for

clients such as Mercedes-Benz and Deutsche Bahn.

The firm handled major content marketing projects for clients such as toolmaker Hilti and Telekom's B2B provider T-Systems, including website, logo design, and PR activities, and supported the studio relaunch of Tagesschau, Germanys most prestigious news program. And for the Techniker Krankenkasse, one of Germany's largest health insurance companies, fischerAppelt developed awardwinning social media and content strategy. New talent included marketing expert Matthias Wesselmann, founder of marketing intelligence agency ENGN, and former marketing director of Swiss furniture manufacturer Vitra, and Dirk Benninghoff, who joined as editor-in-chief after working as managing editor for the online edition of Bild, Germany's largest newspaper. fischerAppelt has also been expanding its international capabilities, launching a global campaign for Germany technology company Siemens, leading work for Qatar Foundation from its Doha office, and opening in New York.

FARNER CONSULTING (SWITZERLAND/ INDEPENDENT)

Finalist

Farner Consulting has been the Swiss market leader for so long more than 60 years in fact—that its dominance in corporate and financial communications is taken for granted and its expertise in



public affairs no longer surprises anyone. But the fact that the firm has quietly developed one of the continent's most impressive digital operations might raise a few eyebrows. But under the leadership of former Burson-Marsteller executive Roman Geiser, who took the helm in 2012, the firm has been investing in innovation, from research and analytics to visual storytelling and real-time marketing. Some of the firm's best (and SABRE nominated) work of the past 12 months showcases these new capabilities, from the campaign to introduce the new top level domain .swiss on behalf of the Federal Office for Communications to a digital public affairs campaign on behalf of the Swiss Society for Reproductive Medicine to realtime political communication for the Arena on public insurance.

Over the past three years, Farner has grown from 65 to more than 100 employees, with fee income up from CHF 13.2 to nearly CHF 20 million (growth was 8% last year, aided by the integration of change management boutique Enzaim). New business came from ABB, Biogen, Sulzer, Brainforum, Valora, Inventx, Repower, Johnson&Johnson, Siroop, Virtually Live, among others, while the firm continues to work with swisselectric, Mobiliar, Rheinmetal Air Defense, Roche, BASF, Swisscard, Swissport, Hapimag, Interpharma, Holcim-Lafarge, and numerous regional and government agencies.

MSLGROUP (GERMANY/PUBLICIS GROUPE) Finalist

While MSL has been active in the German market for more than three decades, it is only over the past five years or so—since the merger of the local market MSL and Publicisbranded operations—that it has emerged as a significant force in the market, climbing to 16th in the Pfeffers PR rankings with fee income of €8.8 million after 11% growth last year, and developed a genuinely full-service capability. A balanced business portfolio is one of the firm's strengths in the market: MSL has strong consumer, corporate and public affairs offers, with a growing healthcare practice, all underpinned by impressive digital and social capabilities. It also has a good geographic reach, with its headquarters in Berlin and additional offers in Frankfurt, Hamburg, and Munich, and a strong leadership team, including chairman Axel Wallrabenstein (a former political spokesman who co-founded the Publicis operation in Germany in 2001 and has worked with MSL clients such as Google and Sanofi); CEO Wigan Salazar (who previously worked at the German Bundestag, at the UK Foreign & Commonwealth Office); and chief strategy officer German Bundestag, at the UK Foreign and Commonwealth Office); and chief strategy officer Martin Dohmen (who founded the German digital practice).

Highlights of the firm's recent work include positioning Procter & Gamble's Oral-B brand as a technology leader; supporting AstraZeneca in raising awareness of influenza risk in Germany; raising the profile of automotive supplier ZF Friedrichshafen by offering a motor sports "dream job"; and helping Bundesverband der Deutschen Industrie overcome skepticism about the trans-Atlantic trade agreement TTIP. MSL is an emerging powerhouse in the German market even without factoring in its CNC operation there, a specialist in corporate and financial communications that ranked fourth in the Germany M&A league tables last year and is working increasingly closely with its MSL sister agencies.

SCHWARTZ PUBLIC RELATIONS (GERMANY/INDEPENDENT) Finalist

With offices across Germany, Austria and Switzerland, Schwartz has been going strong for more than 20 years. Founded by ex-Burson Marsteller PR veteran, Christoph Schwartz, the agency has 20 employees and with more than 40 clients worldwide. Amid this growth, Schwartz has prioritized maintaining a familial culture that has earned the firm a spot on the top-three Best Consultancies to Work in Central Europe.

Headquarters are based in Munich with additional offices in Hamburg and Berlin. Schwartz is also a member of the global PR



network Eurocom Worldwide of which founder Schwartz is deputy chairman. Last year, total revenue grew around 20% to €3m with 20 people. Clients include HTC (new), Steelcase (new), Sharp (new), Weebly (new), Fujitsu, Axis, Exact Software, Denon / Marantz, Messe Frankfurt and Prezi. Apart from the owner and managing director Schwartz, Julia Kaiser, Jörg Stelzer and Sven Kersten-Reichherzer are part of the agency's management.

The firm's expertise cuts across IT, consumer electronics, gaming, apps, online-communities, e-commerce/web-business, telecommunications, mobile, new media, (renewable) energy, logistics, facility management, industrial and processing technologies and medtech. Meanwhile Schwartz has increased its focus on the travel and tourism sector. Notable work includes raising awareness of the trade fair ISH which is organized by client Messe Frankfurt and its campaign for exoskeleton provider ReWalk.

EASTERN EUROPE PR CONSULTANCY OF THE YEAR:



GRAYLING (HUNTSWORTH GROUP)

The former Mmd was a pioneer in the Eastern European public relations market, establishing a network of offices across the region at a time when most of its competitors were small local players, and focusing on high-value corporate, financial, and public affairs assignments at a time when the field was primarily about publicity. Now operating as part of Huntsworth's global Grayling brand under the leadership of 20-year agency veteran Jan Simunek, the firm maintains an impressive footprint, with 160 full-time people in 10 offices generating fee income of around €9 million despite market conditions (troubled political times from Hungary to Ukraine, a reduction in the number of multimarket assignments, a limited talent pool) that have forced some competitors to scale back in the region.

Grayling continues to handle some of the most interesting regional assignments for clients such as British Airways (seven

markets); Astra (six markets); and Diageo, Google, HP enterprise, UK Trade & Investment and Visa (five markets each)—as well as connecting clients such as Croatia, DHL, eBay, and Lego across both western and eastern European markets. Public affairs has been a major growth driver—the firm has been working with Visa to lead discussion around the "shadow economy" in the Czech Republic, and with Poker Stars to reduce taxes on gambling—but other highlights range from employer branding for Novo Nordisk to destination marketing for Croatia, to promoting British expertise in energy, healthcare and infrastructure across the region for UKTI. New business, meanwhile, came from the European Gaming & Betting Association and PGE in Poland, SAP in Croatia, Foxconn in the Czech Republic, and TowerCom in Slovakia, among others.

404 (CROATIA/INDEPENDENT) Finalist

The Croatia-based 404 is active not only in Croatia but in all the former Yugoslavia countries (Serbia, Slovenia, Bosnia and Herzegovina, Macedonia and Montenegro). The firm was founded in 2014 when the agency the founders previously worked for went bankrupt. The timing, of course, was far from ideal. The Croatian market was in bad shape and many were losing hope in any recovery.

Even so, founders Nikola Vrdoljak and Martina Pintarić marched onwards with the belief that the modern corporation holds communications central to its core. 404 launched in Zagreb as an integrated communications and digital agency. When hiring, the firm looked for senior talent who sought to broaden their expertise into digital. The combination of senior talent with emerging services has yielded growth from €686,934 in 2014 to nearly €2m in 2015 (headcount more than doubled to 33.)

Key clients include Croatian Telecom (T-Mobile), Franck, Istra D.M.C., Croatian National Television, Rochester Institute of Technology, Spar, Wrigley, Schneider Electric, Lavazza, including new wins Coca -Cola HBC, Coca-Cola Services, Crodux, Uber International Holding B.V., British American Tobacco (BAT), Belje, Ledo, Philipps Romania and BMW. Notable work includes change management communications for Croatian Telecom, as well as applying its mindset to native advertising, measurement and editorial initiatives.

ALL CHANNELS COMMUNICATIONS GROUP (BULGARIA/ INDEPENDENT)

Finalist

Fourteen years after being established in Bulgaria, ACCG has garnered a number of awards — including being the first Bulgarian agency to win a Global SABRE

Award. So it's not surprising that growth is up 52% with profits at 94%. The firm now has 70 people. CEO A. Dourchev created All Channels in 2001 when he was just 24-years-old. Now its client portfolio includes Raiffeisenbank, Philips, AVON, EKO Hellenic Petroleum, LG, Discovery, Mobiltel, Zagorka Brewery, Coca-Cola, Fanta, European Commission in Bulgaria — in addition to new wins European Parliament, Amstel, BASF, Bfashion, DHL, Fox International, Henkel and Reckitt Benckiser.

Notable campaigns includes work to increase sales for Philips headphones by creating a soundtrack of the sounds of urban life. The result included 30% increase in sales. For Avon, ACCG created a campaign related to domestic violence — including the launch of a product developed to cover domestic violence bruises. The firm also launched a few internal programs: All Channels Xcelerator, an internal startup program designed to foster creative and entrepreneurial endeavors among employees and the Golden Headlamp to enhance relationships with its current clients, among others.

DĂESCU BORȚUN OLTEANU (INDEPENDENT)

Finalist

Formed by the 2014 merger of Borţun Olteanu PR and the Digital Consulting & People Public Relationships Agency,

Dăescu Borţun Olteanu quickly began to stand out—even in a Romanian market that punches considerably above its weight in terms of creativity. The firm won its first EMEA region SABRE Award in 2014 for a small but perfectly executed campaign relaunching Cafeneaua Veche, the oldest café in Bucharest. It took home its second Gold SABRE Award last year for its work with Mediagalaxy, and this year earned four nominations—more than any other firm from Eastern Europe.

The work ranged from its "Zero Redness" campaign for Gillette and the launch of the Fusion ProGlide FlexBall razor to "The City Changes With Us" campaign for Bucharest's Mega Mall. But while consumer PR is clearly the firm's greatest strength, it also offers considerable expertise in CSR and cause marketing—it launched UNICEF's first online fund in Romania, a raising awareness campaign in order to offer support for families in need and their children—and in the creative industries, which has been a particular focus over the past 12 months. That has seen the firm pick up business such as Romanian Design Week; Ideo Ideis, a major theatre festival; and Cockaigne, a fashion and related arts magazine that the agency is editing. Another emphasis has been gaming, with new business from Amber Studio, the biggest Romanian independent gaming studio; Carbon, an incubator for independent game developers in the region; ESL Arena, which organises gaming events; and Philips TV. They join more

mainstream clients including Gillette, Old Spice, adidas, Logitech, Marina Yachting, AOC, Philips MMD, King, CanPack, and Subway.

MSLGROUP (PUBLICIS GROUPE)

Finalist

Last year's Eastern European Consultancy of the Year winner, MSL has only grown stronger in the region over the past 12 months as the disparate parts of its network have started to work more closely together. That means improved integration between the market-leading Polish operation (the former Ciszewski Public Relations), the creative hub in Romania (the former Practice), and the Bulgarian operation (the former MARC), as well as the creation of a network that includes Publicis Groupe owned offices in 11 additional markets, all under the leadership of newlyappointed CEE chief executive Sebastian Hejnowski. He leads a team that includes Romanian creative; managing director, Poland, Sebastian Stępak; Sofiabased head of research Maya Marashlian; and new additions including Barteklanik, head of digital in Poland. As a result, MSL is working on more multimarket business for clients such as Bristol Myers-Squibb (nine markets), P&G (six markets), Siemens, Honeywell, and Reckitt Benckiser (four markets) and is sharing more business (GSK, Samsung, Renault, OMV) with its Publicis Groupe sister agencies.

The firm is also developing new capabilities: Brand Heart is a new digital newsroom offer; People's Lab is an online research tool that monitors social channels: DiverCity brings together experts in everything from neuroscience to IT to provide specialized client counsel. The work reflects that diversity of thinking and emphasis on creativity, from helping Discovery Networks celebrate a 30th anniversary by allowing viewers to become programme creators to helping Philips recruit brand ambassadors for its TVs in Bulgaria, to supporting McDonald's with stakeholder outreach in Romania to educating people about hepatitis B for BMS.

FRENCH PR CONSULTANCY OF THE YEAR:



APCO WORLDWIDE (INDEPENDENT)

APCO is not as large as most of its multinational peers in Paris (or anywhere else in Europe for that matter) but it does have a unique offer built around public affairs and broader strategic counsel, and it also has momentum, having doubled in size over the past five years to around 4m euros in fee income. The firm's current

good run of form began under Claire Boussagol (now running the Brussels office) and has continued under Nicolas Bouvier, who serves as chairman of Europe as well as managing director in Paris, where he leads a team of more than 30 including new additions Victor Cohen (who joined from Hill+Knowlton Strategies last year) and Floriane Delandre (from Publicis Consultants).

Clients include Bayer, ebay, KFC, Ferrero Coca-Cola and Uber, with new business in 2015 from Kingfisher and Akon. Campaign highlights included a successful effort to modernise the legal status of animals, along with securing a historic debt restructuring deal for Ukraine.

EDELMAN-ELAN (DJE HOLDINGS) Finalist

The September 2014 merger between Edelman and Agence Elan created a French powerhouse, one of the largest western-style public relations firms in a market dominated by locally-based agencies built on a distinctly French model. Marion Darrieutort, who left Edelman in 2008 to launch Elan, had built a very modern firm that challenged the conventions of the market, blending expertise in corporate and marketing communications, supplemented by research and planning and expertise in influencer outreach and social media.



By the time of the merger, Elan had overtaken the local Edelman office and had fees in excess of €8 million. More important, from the acquirer's point of view, Darrieutort's firm had done a great job of attracting French multinationals—its client list included Danone, L'Oreal, Sofitel and Suez—that often eschew the US-based companies in the market. Importantly, the Elan management team remained in place post-integration with Darrieutort running the combined offer (which has fees of €14 million and about 160 people) and her business partner Nicolas Narcisse taking on the role of vice-president. There was new business from M&S, L'Occitane, Easylet and Renault Nissan, along with a 2016 SABRE nominations for campaign work on behalf of Mission Baleine Bleu.

KINGCOM (INDEPENDENT)

Finalist

Kingcom's age (the firm launched in 1990), belies a relatively youthful approach to its offering, thanks to a significant leadership reshuffle a few years ago that saw CEO/founder Isabelle Wolf pivot the agency to the more digitally minded aspirations of MD Pascale Azria. Since then, the firm has expanded its scope and services, covering media relations, digital, events, public affairs and content development, for a client base that demonstrates specific strength in the food and beauty sectors.

The firm now numbers 40 consultants, reporting more than €2m in fee income. And Kingcom's claim that it is an agency which can cover such disparate areas as sardines, premature ejacultation and iudicial mediation is well founded. thanks to a client list that includes the French Food Federation, Andros, SEB Group, FBD Group, Grandvision, E.Leclerc, Menarini Laboratories, Merisant Group and 3M. Kingcom also plays a visible role in the market, via the efforts of Wolf in Azria, and has developed some interesting thought leadership initiatives around the food and beauty industries. Last, but not least, the firm's creative credentials are worth noting — resulting in some eye-catching sustainability work for Groupe SEB; consumer activity for Le Syndicat Du Petit Dejeuner; and addressing the taboo around premature ejaculation for Menarini's Priligy drug.

THOMAS MARKO & ASSOCIÉS (INDEPENDENT) Finalist

Founded in 1987, Thomas Marko's eponymous PR firm has recently expanded beyond its traditional capabilities to better reflect shifts in the overall communications landscape. This means the the firm now possesses a growing public affairs capability, to go with existing strength in media relations, content, digital and experiential. Now numbering 36 consultants, the firm reported turnover of €6m in

2015, along with gross margin of €3.7m, from a client roster that covers entertainment (Parc Astérix); consumer (Puma, Bigben); corporate (Scania); alcohol (Carlsberg, Jack Daniels); agriculture and agro-food (Ministry of Agriculture, French Refreshing Beverage Association, Barilla); and healthcare (3M Santé).

Much of the firm's work, moreover, reflects an ability to think beyond media relations, into such areas as corporate and brand strategy for Bigben; crisis communications for Parc Asterix; sustainability work for a several companies and ecoorganisations; and sophisticated public affairs work — including preventing a 'sugar tax' by successfully positioning French Refreshing Beverage Association members (including Coca-Cola, Pepsico, Orangina Suntory, Danone Eaux and Nestle Waters) as French companies with French employees.

WELLCOM (INDEPENDENT)

Finalist

Wellcom has already made big moves this year by joining forces with La Maison Link — which expands its expertise into the lifestyle and consumer arena and addresses its overall mission for creating brand preferences across its sectors. The firm enjoyed gross margins rising to €10m (from €9m in the previous year) and employee count has grow from 95 to 110. But the





Our campaigns don't just hit te headlines, they drive customer engagement too.

Creativity, in-depth market knowledge and data-driven insights drive out strategic thinking.

Bold content and campaigns bring our clients' brands to life

REAL BUSINESS IMPACT. EVERY DAY.

Paris-based agency (which was last year's winner in this category) has faced tumult in the last 12 months. For instance, Wellcom faced reduced budgets compelling the firm to to take in charge tasks like compiling reports and updating databases.

Even so, its client portfolio remains strong with new clients like TOTAL, EA Games, Europacity, Sony, Tarket, SML joining existing clients Logitech, Mutualité Française, M.Meuble, Intersport and Carglass, among others. Notable work includes helping Ultimate Ears — a brand relatively unknown in France become a must-have accessory for music fans via an influencer engagement and event campaign in France. Last year, the firm developed a social media guide that showcased the best examples the firm's work from the past 12 months. The chapters are arranged as though you're following the thought pathways required to develop a successful digital strategy. So far, the guide has garnered more 70 hits in the French media and has been downloaded more than 3,100 times. The firm also strategic approach, called Origami, is focused on reconciling the company image with public perceptions.

Founder Thierry Wellhoff launched Wellcom in 1981 after working at Agence France-Presse and Eurocom.

IBERIAN PR CONSULTANCY OF THE YEAR:



WEBER SHANDWICK (INTERPUBLIC GROUP)

Following two years of impressive double-digit growth in the challenging Spanish market under the leadership of country chair Rose de la Pascua, Weber Shandwick would be a solid contender for Iberian Consultancy of the Year even without the announcement earlier this year of an affiliate agreement with leading Portuguese independent Lift—itself a past winner of the award and a finalist this year. That will supplement the 55-person Spanish operation with a team of 90 in neighboring Portugal, creating the strongest operation of any of the multinationals with a presence on the peninsula.

The Spanish operation includes an unusually balanced portfolio of business, deriving about 40 percent of its revenues from corporate work (which grew by 20% last year), with the remainder split between consumer (food and travel are strong sectors) and healthcare (diabetes education for AstraZeneca was a particular highlight) clients—but one of the

keys to the firm's recent success is a significant investment in digital and social, which is at the heart of so much of the work. New business in 2015 came from the likes of Evian. Heineken, Motorola, Macallan and Symantec, while Spain is now acting as the hub for multimarket clients such as Laureate University and Porta Ventura (each served in six markets across the region). Also of note, the office celebrated 50 years of work with longtime client the Hong Kong Trade & Development Board.

ATREVIA (INDEPENDENT) Finalist

Some public relations agencies ask "why"; others ask "why not?" Nothing embodies Atrevia's embrace of the former philosophy than the decision taken by the former Inforpress to jettison a 25-year-old name and adopt the new brand last year, and nothing illustrates its capabilities better than the way the change was communicated internally and externally throughout the Spanish-speaking business world via traditional and social media in a way that made the transition almost seamless.

Núria Vilanova's firm remains the second largest headquartered in Spain—although its operations on the Iberian peninsula are as large as those of Llorente & Cuenca, which derives much of its strength from Latin America—and one of the 100 largest in the world. Atrevia has offices in Madrid, Barcelona, Bilbao,

Valencia, and Lisbon and Porto (as well as Ecuador, Brazil, Mexico, Peru, and Chile) with 300 people providing full-service corporate communications, public affairs, and consumer marketing capabilities, with specific expertise in change management and employee communications, social media, and content creation, and a new practice that focuses on providing communications consultancy to family-owned businesses.

Highlights of the past 12 months included the "The California Walnuts Cocktail Collection" campaign to position walnuts as a key ingredient in the food industry; the #TwitterFashionWeek initiative to elevate the social media site's profile in the fashion industry; and road safety education work for Goodyear Dunlop Tires. Growth on the year was 17%—proving that the name change was no distraction—in local currency terms.

CANELA PUBLIC RELATIONS (INDEPENDENT)

Finalist

Celebrating its 10th anniversary this year, Canela was launched as an independent alternative to the local offices of international PR networks in Barcelona, Madrid and Lisbon. The firm describes its offering as "artisanal rather than boutique" to emphasize its approach of customizing work for each client. This approach is proving to be popular. Turnover

is up 21% compared to 2014 from both growing existing accounts and winning new clients in new sectors, mainly F&B and healthcare. Fee income is now €644,000 with 16 people across its three offices working key clients like Lenovo, Western Digital, Rakuten, Boston Medical Group, Cafe Royal, among others. New wins in 2015 included Fujitsu, Prestahop, Executive MBA Council, Wonderbox, Lucas Fox, Leef, Finanzerel, Clinica Liberty, Al Dobowi and Easyrecrue. Founder Deborah Gray remains at the helm with office directors Esther Presencio (Madrid), Alba Calvet (Barcelona) and Catarina Sanjuan (Lisbon).

Notable work includes growing Lenovo's Facebook community from 1K to 100K in two years and launching Cafe Royal's brand in the Spanish market. In 2015 the firm undertook research into the way digital media is affecting journalism in Spain. The research was launched at an event in Barcelona and coverage of the research was featured in 21 media outlets.

LIFT WORLD (INDEPENDENT)

Finalist

Lift World's rise started in December 1993 with two people in the heart of Lisbon. These days, Lift World is comprised of nine integrated and multidisciplinary companies specializing in key areas of marketing and communication services. This offering exists across a global network that now includes offices in Madrid, Angolan capital Luanda, London, Sao Paulo and its home market of Lisbon.

Despite continued economic strife in the market, Lift grew revenues by an impressive 21% in 2015 to €8.8m, led by such clients as Toshiba, Microsoft, Nestle, Nespresso, L'Oreal, Garner, Fidelity, Schroders, Credit Agricole, BNP Paribas and EasyJet. CEO Salvador da Cunha's deep experience includes corporate communications, financial communications and crisis management. Beyond this, the firm's expertise includes consumer marketing across various sectors, with former H+K head Teresa Figueira coming aboard recently to bolster the senior leadership ranks.

LLORENTE & CUENCA (INDEPENDENT/MBO PARTENAIRES)

Finalist

While Llorente & Cuenca has avoided the worst of the recession ravaging much of southern Europe by aggressively expanding its Latin American operations, its business in Spain and Portugal are still formidable, especially after investment from French private equity firm MBO Partenaires enabled its acquisitions of digital innovation consultancy Cink and Impossible Tellers, a boutique offering advice on communication and brand strategy, transmedia storytelling and change management (as well as additional deals in Brazil



and the US). The digital and content creation aspects of those acquisition indicate an area of focus for L&C, which remains best known for its work in corporate and financial communications (including M&A), despite expanding its public affairs, consumer marketing, healthcare and technology credentials in recent years.

L&C continues to work with local marker leaders and major multinationals in Spain and Portugal: Coca-Cola, Repsol, Gas Natural Fenosa, Embratur, CaixaBank, Inditex, Panasonic, Mercadona, Bertelsmann, Sonae Sierra, and Banco BPI. New additions over the past 12 months include Indra, Vilamoura World, Telefonica, McDonald's, Calidad Pascual, Multiopticasm, Pernod Ricard, and MSC. Those wins made a further contribution to growth, with global fee income up by 25 percent to more than €30 million—although the majority of that now comes from Latin America.

The quality of the work, meanwhile, remains high, with five of the firm's campaigns nominated for EMEA region SABREs, from a safe driving initiative for Gonvarri Steel Services to a campaign to combat youth unemployment for the Exit Foundation to insurance company DKV's efforts to integrate the disabled into the workforce.

MEDITERRANEAN PR CONSULTANCY OF THE YEAR:



MYPR (ITALY/INDEPENDENT)

In an Italian market that has always been difficult for public relations firms—and has been more so since the economic crisis kicked in—My PR possesses a valuable skill: the ability to deliver impressive results for relatively modest investments. Founded in Milan in 1997, the is probably best known for its work in brand marketing and, and as a pioneer in digital and social—with social listening capabilities, an influencer identification process, and an emphasis on authentic, creative storytelling.

With a team of around 20 and fees of around €1.83m, My PR is certainly not the largest firm in the market, but it makes up for that with a track record of defying convention, eschewing the "press office" model of many local firms. That approach helped MyPR in three major pitches in 2015 — Google, YouTube and LG. The firm also launched a branded startup lab to serve the Vicenza region, and continues to play a strong thought leadership

role in the market. It is the firm's award-winng work, however, that probably stands out most, from the #4eversticky social media campaign on behalf of 3M's Post-It notes to its efforts on behalf of financial services company Immobiliare.it — reflecting the returns from an in-house creative department that brings broad through-the-line expertise.

MSLGROUP ITALIA (ITALY/PUBLICIS GROUPE) Finalist

With 70 people across offices in Milan and Rome, MSLGroup is the market leader among the multinational firms in Italy, with chief executive Daniela Canegallo recognizing the changes that are embroiling the PR industry earlier than most of her peers, and investing in the development of data and analytics and digital and social expertise. The development of new tools and techniques continued in 2015, with the introduction of two new proprietary products CATCH (Clear Access to Conversations (of) High Complexity) and SOFA (Social Forecasting Analysis). Colangelo has also built an impressive senior management team that includes head of consumer Giusi Viani, head of corporate and financial Alessandro Chiarmasso, head of strategy Germano Calvi, and new addition Sergio Imbonati, formerly of ecomunicare, who will lead corporate and crisis work.

Despite the challenging economic environment and increased



competition from everyone from ad agencies to management consulting firms, MSL has continued to grow over the past four years, winning 90% of its pitches in 2015 including new work for Netflix (helping the company with its launch in the Italian market), Instagram, Costa Cruises, Swisse (P&G), Nesquik (Nestlé), Hyundai, Audible.com, and Allianz—an impressive haul of new clients joining a roster that includes Nestlé, SanPellegrino, British Airways, Artsana, Lockheed Martin, Kellogg's and 3M. Other great work includes a couple of assignments in the automotive sector, helping Davia leverage its sponsorship of Serie A football team Udinese and working with Hyundai on an innovative partnership with Spotify.

SEC (ITALY/INDEPENDENT) Finalist

One of Italy's largest PR firms now has increasingly international ambitions. SEC, founded in 1989 by Fiorenzo Tagliabue, has acquired consultancies in Belgium (Cambre), Spain and Germany in recent years, as part of a strategy to diversify and grow beyond Italy's difficult economic conditions. That kind of thinking marks out Tagliabue as something of a unique character in Italy's communications market, but he is supported by a deep leadership team that includes co-founder Paola Ambrosino and new CEO Cesare Valli, who joined last year after a lengthy tenure with H+K Strategies.

SEC now employs more than 150 people in Italy across seven offices, accounting for around half of the group's overall EMEA revenues of 26m Euros, which was 36% in 2015. The agency plans to list on London's AIM markets and is eyeing further acquisition, a rarity among Italy's mostly conservative PR firms. There is particular strength in corporate and financial, but SEC's scale ensures it has a broader set of capabilities than most of its peers, with a client list that features Accor, Auchan, Coca-Cola, Deutsche Bank, Lidl, Nielsen Research, Foreign Affairs Ministry, Italian Government, Terna, The Walt Disney Company and UniCredit Group. Key additions in over past 12 months, meanwhile, included AIFM (Associazione Italiana di Fisica Medica), Amplifon, Bla Bla Car, Frescobaldi, Ikea, LVMH, Moët Hennessy.Louis Vuitton, Medtronic, Nestlè Italia, Shell, Star, Unichips and San Carlo.

The best of SEC's work, furthermore, demonstrates a sophisticated understanding of modern reputation management. The firm handled all media for the Milan Expo, including crisis communication, for which it put together a diverse 57-strong team, and has also worked on sensitive assignments for Shell, Nestle and Star.

WEBER SHANDWICK (ITALY/GREECE/ INTERPUBLIC GROUP)

Finalist

Weber Shandwick has one of the strongest Italian operations of any multinational agency, with a team of more than 60 in Milan and Rome under the leadership of chief executive Furio Garbagnati—a 40-year veteran of the Italian market who has worked with clients including Bank of America, EDF Edison, Hewlett-Packard, IP Morgan, Lundbeck, Nespresso, SABMiller, and the Italian Institute of Technology and is a four-time chairman of the Italian PR association Assorel. But Weber Shandwick is the only major multinational to have maintained its own branded operation in Greece despite the economic crisis, and under the leadership of managing director Dimitris Michopoulos, who led communications for the Organizing Committee for the Mediterranean Games and advised the management of Greek gaming operator OPAP before joining the agency in 2014.

The Greek office may be small, but it is doing some extraordinarily creative work, including two SABRE-nominated campaigns: one, a classic use of experiential techniques to help Athinaika Theatra draw attention to its upcoming production of Scooby Doo & the Mystery of the Pyramid; the other a light-hearted crisis management campaign warning young Greeks that every

time they spread false rumors about Nescafe—the victim of strange conspiracy theories—a little squirrel would die.

MIDDLE EAST PR CONSULTANCY OF THE YEAR:





MEMAC OGILVY (WPP)

Memac Ogilvy's flair for creativity is hardly a secret anymore, after a number of years of SABRE Award winning efforts — for the likes of Grohe, Coca-Cola and King Khalid Foundation — that has marked the firm out as one best campaign shops in the region. But its regional footprint and overall business growth probably deserves just as much recognition — it now has 130 people across 14 offices across MENA, generating an estimated \$10m in revenue after another year of double-digit growth. Indeed growth over the past five years as seen the firm more than double in size, and there was another rich new business haul in 2015, led by such clients as the Suez Canal, Qatar Tourism, Abu Dhabi Tourism & Culture Authority, Coca-Cola, Huawei, Ikea, Muntajat and VW.

The firm's ability to drive cuttingedge integrated work owes much its positioning within the broader Memac family, but PR head Saada Hammad now oversees leadership team that also includes genuine strength in public affairs (under leff Chertack) and technology (under Mark Jackson). It has struck a good balance between global and local clients, critical across MENA, and now ranks within the top four in all of its markets. And, of course, there were plenty of eye-catching campaigns, resulting in 28 award wins in 2015 and seven SABRE nominations this year — led by Coca-Cola (Ramadan Iftar); Aster Medical Centre (#sharehappyhearts); Roche Lebanon (Breast Cancer Awareness); Grohe, Amex and the Suez Canal.

ASDAA BURSON-MARSTELLER (WPP)

Finalist

Over the past 12 months, the Middle East has been the source of some of Burson-Marsteller's most important new business wins (the Saudi Arabian Industrial Investments Company, the Emirates Diplomatic Academy, Kuwait Public Authority for Housing Welfare, and GEMS Education); the site of some of the firm's most important and innovative work (its crisis communications counsel to allay the security concerns that threatened to cripple Egypt's tourism business); and the source of one of its most important pieces of intellectual property (the Arab Youth Survey,

now in its eighth year challenging western misconceptions about the region's younger generation and generating headlines in publications from the FT to the Washington Post to Huffington Post).

The firm has wholly-owned offices in Dubai, Abu Dhabi, Riyadh, Jeddah, Doha, Kuwait City, Manama, Muscat, Cairo, Beirut, and Amman, and affiliates in Morocco, Algeria, Tunisia, Iraq, Palestine. Turkey, Pakistan, and Sudan, with expertise in public relations, public affairs, reputation and crisis management, digital strategy, advertising and subsidiaries including research firm PSB Middle East and digital marketing business Proof Integrated Communications. Celebrating its 15th anniversary this year, it has 160 people in the region serving clients such as Emaar Properties, Etisalat, Ford, General Electric, Beiersdorf, McDonald's and new additions Aster DM Healthcare, Dubai Parks & Resorts, Qatar Airways, and Msheireb Properties, which contributed to healthy doubledigit growth in 2015.

EDELMAN (DJE HOLDINGS)

Finalist

Once best-known for an Abu Dhabi operation that handles global work for Mubadala, Edelman's Middle East presence received a shot in the arm a couple of years ago when it acquired one of Dubai's leading independent firms — Dabo &

Co. That deal not only helped Edelman land the coveted Dubai Tourism business, but also gave it scale in the region — to the tune of 150 people across the two markets, reporting fee income of more than \$16m, making it perhaps the Middle East's largest PR firm.

Indeed two of the firm's top three clients across the broader APACMEA region (Mubadala and Dubai Tourism) now hail from the Middle East, helping regional chief Robert Holdheim implement a new structure that has split the firm into brand and corporate units, each headed by newly-appointed leadership in 2015. All of that is underpinned by investment into newer services such as digital and creative, helping drive new business from Dubai Design District, Yas Island, L'Occitane, Facebook, Xdubai, Dubai Properties and Xylem. Campaign highlights included influencer marketing work for Windows 10; Nike's NTC Tour; the Abu Dhabi Festival; Jetman Dubai; and Lululemon's launch in Dubai.

HILL+KNOWLTON STRATEGIES (WPP)

Finalist

At 30 years old, H+K is the oldest international PR firm in the Middle East and remains one of the best, five years into the leadership reign of Sconaid McGeachin, who oversees more than 130 consultants across eight Middle Eastern markets and five countries in Africa. Last year, there was specific growth in

Dubai, Saudi Arabia and Turkey, following a regional leadership reshuffle that saw new heads Lucy Harvey promoted to regional director, and new leadership named in Abu Dhabi, Dubai and Nairobi.

There was regional new business last year from Twitter, Alcatel and the British Council, along with several new Saudi clients and the Economic Development Conference in Egypt. The firm also launched a specific financial offering, to go with a client roster that features Boursa Kuwait, Gulf International Bank, Old Mutual and Ithmaar Bank. Indeed there are few rival that can compete with the breadth and depth of H+K's regional offering in the Middle East, which also includes technology, sports/entertainment and healthcare expertise, to go with corporate and public affairs capabilities. Consequently, the work deserves as much recognition — evidenced by campaigns for Injaz Al-Arab and the Qatar Olympic Commission — and a new Reputation Index that helpis to understand C-suite drivers of reputation management in the Middle East.

TRACCS (INDEPENDENT) Finalist

It's one thing to start a public relations firm in an emerging market in the hope of building a strong, successful, sustainable business; it's another thing entirely to start a public relations firm with the ambition to change the perception of the profession, and ultimately the status of the

PR business in the market—which is what TRACCS did 18 years ago. A deep understanding of the social, economic, religious, and psychological dimensions of the region has been one key to the firm's emergence as the region's leading independent, but just as critical is its commitment to advancing professional standards through its involvement in regional events and its own training efforts. The payoff is steady, consistent growth, to the point that TRACCS now has 275 professionals serving more than 200 clients across 15 markets (Jeddah, Riyadh, Dubai, Kuwait City, Muscat, Doha, Cairo, Beirut, Amman, Damascus, Manama are wholly-owned offices) and ranking just outside the 100 largest PR agencies in the world.

New business in 2015 came from MasterCard (agency of record in MENA), Dubai Tourism (extending and expanding a 10-year relationship), Mercedes Benz, the Oman Government Investment & Development Arm, and the Economic Cities Authority (Saudi Arabia). They join a roster that includes Four Seasons Hotels & Resorts, Dubai Mercantile Exchange, Google (Egypt), AbbVie, Toyota, and Samsung. There was a key addition to the team too, with Stephen Marney joining as vice president of strategy and development to work alongside president Mohamed Al Ayed and his team. In addition to expanding government work (the Ministry of Labour, Economic Cities Authority, and the Ministry of Health in Saudi Arabia, and the Hamdan Bin Mohammed



Heritage Center in the UAE), TRACCS is now working on three key regional initiatives that support entrepreneurs: Jeddah Entrepreneurs Meet, an annual competition for female entrepreneurs backed by the Saudi government; Tamkeen in Bahrain; and Riyada, an Omani based NGO.

NORDIC PR CONSULTANCY OF THE YEAR:





PRIME (SWEDEN/WEBER SHANDWICK)

More than a year has passed since Weber Shandwick acquired Swedish powerhouse Prime, and while it can take longer than that to evaluate the merits of a merger, all the early indications are that the deal has been a win-win. The global agency has benefited from Prime talent (particularly with the appointment of Tom Beckman as chair of the firm's global creative collective), its expertise in analytics and evaluation (the two firms are collaborating for clients such as Ericsson, glass industry federation FEVE, and NASDAQ; and its capabilities in social impact (Hanna Hellquist joined from the Swedish Ministry for Foreign

Affairs to spearhead its work in Sweden).

Meanwhile. Prime has been able. to add some new capabilities. most notably in public affairs— Stockholm is now one of three "centers of excellence" for the practice across the EMEA region, while continuing to produce the kind of amazing creative work that attracted Weber Shandwick's attention in the first place—accounting for five SABRE nominations this year. Highlights include "Don't Drink and Dive," a smart and funny piece of content created for insurance company Trygg-Hansa featuring the Swedish synchronized swimming team; "The House of Clicks," which drew on search data from Sweden's most popular property portal to design the country's dream home; a mobile app to help Swedes deal with the replacement of old currency with new coins and notes; and a campaign against child abuse and human trafficking for the Stockholm County Administrative Board.

GEELMUYDEN KIESE (NORWAY/INDEPENDENT) Finalist

Our reigning Nordic Consultancy of the Year, Geelmuyden Kiese is one of the largest independent public relations firms in Europe, with 150 employees, fee income of NOK 167 million (€18 million), and offices in Oslo, Copenhagen and Stockholm—and most recently Brussels, where the firm is committed to helping

Nordic companies navigate the EU bureaucracy. Under the leadership of founder Hans Geelmuyden, the firm has been enjoying a renaissance over the past five years, which have seen it expand beyond its roots very much in the corporate and public affairs realm—to develop consumer and digital capabilities and the range of skills to offer integrated solutions to its clients: its creative department in Oslo now totals 30 people, making it as big as many of the ad agencies with whom it now competes.

Award-winning work includes the "Trail Memories" campaign for the Norwegian Tourist Board, DNT; a disruptive initiative on behalf of funeral industry leader Fonus; and ongoing marketing support for Betsafe. The firm is 100 percent Scandinavian-owned and has been ensuring its ability to operate seamlessly across the region by moving senior people between offices: Janna Sundewall moved from Sweden to become CEO in Denmark, while Morten H. lørstad moved from Denmark to take over the Norwegian operations, while new partner Svein Roger Selle joined from national lottery Norsk Tipping to strengthen the regional business model. Fee income has more than doubled size 2010 and was up by 11 percent last year, with new business from Recycling Partner, GN Hearing, GoPro, Ubisoft, NEC, the Professional Association of Veterinary Clinics, Bosch Small Domestic Appliances, Ricoh, L'Oreal, and the state alcohol monopoly Systembolaget.



ITEO CONSULTING (NORWAY/INDEPENDENT) Finalist

In just six years, Iteo has transitioned from a startup to an established Oslo-based agency — while also retooling its service offering around the "more for less" digital mindset. Surviving on traditional PR in the Norwegian market has become a huge challenge, so Iteo has worked to carve its niche helping clients turn their employees into brand ambassadors. Even this has evolved as the agency matures. In the early days, Iteo was primarily producing content for clients, now its teams are editing and coaching subject matter experts. Ultimately the latter helps clients breakdown silos and ensures that content is used throughout the organization. Iteo also offers marketing automation and other digital marketing services.

Iteo now counts 15 staff divided into three teams (b2b, b2c and digital) with plans to reach 20 by mid-year. The firm grew 20% in 2015, driven by clients Dell, NEC, Emirates, NTT, Panasonic, Intel, SAP, Telenor, Philips (Lighting and Automotive), Tesla (new), VisitEstonia and VisitFlorida. Managing director Andreas Thue is at the helm. Key work includes Emirates' launch of direct flights between Oslo and Dubai.

JKL/MSLGROUP (SWEDEN/MSLGROUP) Finalist

Nowhere has the convergence of corporate reputation management and consumer marketing been more evident than in the Nordic region, where traditional corporate and public affairs firms have either adopted by adding new digital and content creation capabilities—like JKL or stagnated. JKL was perhaps fortunate to have the consumer (and healthcare) capabilities of parent company MSLGroup to draw on, and for a while it appeared that the two firms would maintain separate and distinct brands in the region but the past 12 months have seen some blurring of the lines and closer collaboration between the two brands.

There are 120 consultants in the Nordic region (the Stockholm office is still the largest, but there are additional operations in Oslo, Helsinki and Copenhagen) and new hires that range from creative director Calle Schulman, who joined through the acquisition of his content boutique HardHat/TopHat and director of creative planning Daniel Glasman, former creative director of PHD Worldwide, to more traditional IKL types like Ann Sonne, who rejoined after holding positions with Inter IKEA Group and Ingka Group; and Erik Zsiga, who had served as Foreign Minister Carl Bildt's press secretary. Major clients include Procter & Gamble,

E.ON., PostNord, Samsung, Lego, and the Association of Private Care Providers, with new business from Systembolaget, Volkswagen, Scandic Hotels, and OmegaPharma.

Highlights of the work include "The System Man" campaign—combining JKL's traditional issues and public affairs expertise with new creative tools to raise awareness of changes to the private welfare sector—crisis recovery support for Volkswagen in Sweden, and support for Bravida's top management and owner Bain Capital on the company's IPO.

NARVA (SWEDEN/INDEPENDENT) Finalist

Narva — named after the biggest victory for the Swedish army — has always embraced its positioning as a challenger brand that is modernizing the stodginess historically associated with financial communications. Now 15 years from its founding, the Stockholm-based firm has smartly expanded via acquisition, buying smaller healthcare and advertising firms to help expand an offering the now encompasses life sciences, public health, sustainability and financial comms. Under the leadership of managing partners Daniel Bergsten and Johan Molander, the firm remains one of the fastest-growing in the Swedish market — up 28% to \$6.7m in 2015, generated by 40 staffers working on such clients as Telia

Sonera, Air France/KLM, Boliden, Barncancerfonden, ComHem and the Swedish eHealth Agency. Notable work includes brand development, with an emphasis on digital channels, for the Swedish eHealth Agency and Cybercom, ensuring that Narva remains one of the more exciting agencies in an already exciting market.

RUSSIAN PR CONSULTANCY OF THE YEAR:





KETCHUM MASLOV (OMNICOM GROUP)

With difficult market conditions creating problems for most of the multinational PR agencies operating in Russia, Ketchum Maslov had to work overtime in 2015 to maintain its position as one of the market leaders in the Russian market. Looking back now, it can be pretty pleased with the way the year played out: it successfully repitched the Skoda business and then picked up luxury automaker Rolls-Royce and three brands from BMW (including MINI and Motorrad) to maintain its leadership position in the auto sector; it established a change in management practice and helped retail chain Tehnosila

through a major rebranding; it expanded its social media capabilities and developed a campaign for new social networking client Odnoklassniki. ru (Russia's Classmates).

The firm continued to deliver campaigns that gained recognition in Russia and in international competition: supporting the Red Bull Trans-Siberian Extreme 2015, the longest bicycle stage race in the world; following up an awardwinning effort from 2014 with the Chekhov is Alive series of theatrical online readings for Google Russia; and giving Western Union Russia a digital makeover on Facebook. Amid all of that, the firm still found time to support the development of the Russian PR market, delivering a new "introduction to public relations" course authored by client service director Oleg Abdurashitov, and contributing to the UN Sustainable Development "Global Goals" campaign.

CROS (INDEPENDENT) Finalist

Last year was a particularly challenging year for the Russian business — consumer purchasing power plummeted 40% amid a massive economic crisis and government. So it's unsuprisingly that government spend on PR contracted dramatically. In response, CROS quickly diversified its sector expertise beyond government to pharma, financial markets and automotive. The quick thinking paid off. CROS fee income grew 5.6% to

over \$19m with more than 150 employees. Founded in 1995 by Russian economist Sergey Zverev, CROS has evolved from a firm that specializes in public affairs into a broad range of PR specialities, including digital, marketing, crisis, information & analysis, as well as design and video production.

In 2015, the Moscow-based firm partnered with Chinese giant Blue Focus in an agreement to share best practices and work together on winning new clients. The firm is also a member of several PR networks including PRGN, IPRA, among others. The client roster includes over 200 international and Russian companies such as Panasonic, Microsoft, Johnson & Johnson, Rosneft, Estee Lauder, Danone, Coca-Cola Hellenic, Mothercare and OBI. New clients include Lexus, Takeda, Gedeon Richter, Lilly, SUN InBev, National System of Payment Cards, 2019 Universiade in Krasnovarsk, the Ministry of Education and Science of Russia. In 2015, CROS launched CROSLabs – an analytics center designed to handle complex research and develop new solutions and directions for the communications industry in Russia.

FLEISHMANHILLARD VANGUARD (OMNICOM GROUP) Finalist

Launched as a joint venture between FleishmanHillard and leading local PR firm Vanguard in 2007, FH Vanguard (in which the Omnicom firm now owns a majority) remains one of the best PR firms in Russia. Unlike many of its international peers, it has navigated a crippling downturn to retain a double-digit growth rate across its Moscow and Kiev offices, with 150 people now working under the leadership of general director Elena Fadeeva,

Fadeeva's own industry leadership, as head of AKOS (The Russian Communications Consultancies Association) has also helped position FH Vanguard as visible, progressive presence in the market, particularly through her efforts to establish a new ethics code for country's PR firms and in-house communications operations in recent months.

The firm draws much of its client work from international and Russian MNCs, including are P&G, Pepsi, HP, MSD, National Clearance Center, Avaya, Singapore Airlines, Starwood, GSK and Global Energy. Last year's new business highlights included Samsung, KIA, Nestle, KFC, Bayer, Viber, Megafon, Carlsberg, Rosatom, Moscow Government. The firm's senior leadership team remains stable, reflecting broad strength across consumer, corporate, healthcare, technology and public sector. And its campaign work has always scored well, demonstrated by some persuasive campaigns for Pepsi, Nivea, the Global Energy Partnership and Megaton.

PBN H+K STRATEGIES (WPP)

Finalist

San Francisco-based PBN was invited by Mikhail Gorbachev to open an office in Moscow, which it did in 1991. Over the next decade, the firm established offices in the capitals of Ukraine, Kazakhstan, Moldova and Latvia, focusing on the strategic end of the business, with particular expertise in public affairs and government relations, crisis and issues management, and corporate and financial communications.

Now marking its 25th anniversary in Russia, and owned by WPP under H+K Strategies, PBN continues to flourish in a difficult market, under a new leadership team led by CEO Myron Wasylyk. Its corporate and public affairs expertise was again showcased on high-level assignments for Tetra Pak, ArcelorMittal, Westinghouse, the European Bank for Reconstruction and Development, eToro and NaftoGaz Ukraine, alongside successful expansion of the firm's capabilities into technology, healthcare and travel/leisure. The client roster also includes such brands as Alibaba Group (for which the firm developed a highly successful retail campaign); Instagram; Paramount and P&G.

All of this helped the firm triple its profit margin, while there was also some excellent thought leadership work and in-house training activity.

SPN COMMUNICATIONS (INDEPENDENT)

Finalist

SPN Communications counts among its clients some of the largest government agencies (the Ministry of Industry & Trade, the Ministry of Public Health, and the Ministry of Culture); some of the most prominent Russian companies (mobile operator MTS and financial services giant VTB Capital), and some of the leading multinationals operating in the former Soviet Union (LG Electronics, Procter & Gamble, and Audi). What attracts them to SPN is no great secret: the firm has impressive local market expertise, with offices in Russia, Ukraine and most recently Kazakhstan, combined with the sophistication and quality of an international firm (SPN was the local Ogilvy affiliate until 2013, and has won more international awards—more than a dozen SABREs—than any other Russian firm). It also offers an extremely integrated approach, with great experience in large-scale events and a growing content creation capability, that makes it the ideal firm for high-profile multifaceted, multichannel programming that reaches into every part of a vast market.

In a challenging environment last year, SPN grew by 35% in local currency (a number deflated somewhat by exchange rates) and ended the year with 230 employees generating close to \$24 million. The growth was



a result of impressive client retention and some big new business wins, including the Ministry of Finance (a nationwide financial literacy education campaign); the National System of Payment Cards (launching a local alternative to MasterCard and Visa); Norilsk Nickel (a new science festival to mark the company's 80th anniversary); KFC (sponsorship); Coca-Cola (internal communications in Kazakhstan); Electrolux; HP; and GE Healthcare.

UK PR CONSULTANCY OF THE YEAR:



BRANDS2LIFE (INDEPENDENT)

After three consecutive years as EMEA Technology Consultancy of the Year, it seems a little unfair to keep comparing the rest of the region's technology PR firms with a 125-person agency that has effectively defined that category. More to the point, however, Brands2Life's singular ability to evolve with the times means that it comfortably ranks as one of the top PR firms in the UK, as comfortable handing B2B tech PR as it is with straight consumer or C-suite corporate counsel,

bolstered by an an impressive digital capability and a staff culture that remains one of the best in the country.

Launched in 2000, the independent firm's continued relevance is testimony to the restless, slightly paranoid leadership style that often characterises the best PR consultancies. In 2015, furthermore, founders Giles Fraser and Sarah Scales oversaw what was probably Brands2Life's best year to date, growing 18% to £11.5m, led by a broad swathe of new business across technology, consumer and digital brands such as 888, Budgens, Virgin Media, Zoopla, uSwitch, Gatwick Airport, Canary Wharf and Thomson Reuters. They join a client roster that remains underpinned by big tech brands like EMC, VMware and Intuit, along with consumerfacing players such as Nikon, LinkedIn, Groupon and Pinterest.

30% of B2L's business now comes from outside technology, reflecting a diversification strategy that has now only helped it grow, but also aided staff retention and development. More than half of the firm's work, furthermore involves multiple markets, thanks in large part to B2L's ability to develop integrated multi-channel campaign work that is among the best in the region, and an impressive digital capability that has grown rapidly in recent years to 25 people, covering such areas as data analytics, community management, customer service support, social app development, SEM and social ad buying.

This year alone there were In 2 SABRE Awards for Qlik's 'How European Are You' brand digital platform, and for Nikon Europe's 'Project Spotlight', to go with eve-catching ATL work for Intuit; a full rebrand and website build for Redtail Telematics: the launch of Virgin Media's ultrafast broadband capability; global and EMEA social media for LinkedIn; and excellent retail activity for John Lewis.Brands2Life's commitment to workplace culture and training also stands out there is an excellent graduate internship programme, and a partnership with Ashridge Business School for senior staff. In addition to its digital growth, meanwhile, the firm's service offering is robust, covering content marketing, influencer analysis and some strong thought leadership work.

Finalist

When Scott Wilson took charge of Cohn & Wolfe in 2010, the agency was not exactly in the prime of its life, having shrunk to 43 people after losing a number of key clients. Since then, though, Wilson has overseen a quiet revival, with double-digit growth for five consecutive years leading up to a 16% revenue increase in 2015.

Now numbering more than 100 people, Cohn & Wolfe's UK operation possesses both breadth (across consumer, healthcare and corporate/ PA) and depth, via its vastly improved digital, content and integrated marketing capability.



The consumer practice (up 24% last year under the leadership of MD Rebecca Grant) continues to catch the eye, winning impressive new business from a number of clients including Barclaycard, IHG, Danone and Kia Motors, to go with a roster that already features Colgate and Twinings. The healthcare practice works for such clients as Genzyme, Bayer and Pfizer, while Cohn & Wolfe's corporate capabilities see it handle lead strategic duties for such clients as Barclays, Lloyds and APP, and produce the increasingly relevant Authentic Brands study.

Technology also remains in strong shape via Axicom, which added new business from Lexmark, Juniper Networks and Parallels in 2015, taking its European fee income up to almost £10m. And there was plenty of impressive campaign work from Cohn & Wolfe in 2015 — for Nokia Lumia's 'Mission 31'; Bayer's internal change programme; and for Barclays and Warburton's corporate reputation efforts. Despite a relatively low profile, Cohn & Wolfe's performance is increasingly difficult to ignore when assessing the best PR firms in the UK.

FOUR COMMUNICATIONS (INDEPENDENT)

Finalist

Founded in 2001, it did not take long for Four Communications—drawing on the experience of founding partners led by former Charles Barker and BSMG exec

Nan Williams—to establish itself as a leader in the UK market, a full-service independent capable of competing with larger firms for consumer and corporate assignments, and more recently for a broad range of sponsorship, content creation, digital and social media work. The firm built a national presence (offices in London, Edinburgh, Cardiff and elsewhere) and later international reach, with a Gulf operation that now has 35 people in in Dubai and Abu Dhabi.

But growth has really accelerated over the past year or so, after an injection of capital from minority investor Business Growth Fund helped with three acquisitions: healthcare agency MSA; financial services specialist Broadgate Mainland; and Welsh integrated agency FBA. With a client portfolio that includes The Man Booker Prizes, Etihad Airways, Emirates Nuclear Energy Corporation, Visit Wales, The Crown Estate, London Business School and major new additions such as American Express, The Foreign & Commonwealth Office, the Scottish Government, England Rugby, Costa Rica and BNY Mellon, Four reported growth of close to 60% and fee income of £23 million in 2015—enough to rank among the top six independents in the UK and top 70 PR firms in the world—with 230 people, including former Consolidated PR managing director Nick Clark and public affairs chief Karen Alcock.

Highlights of the firm's work in 2015 included driving greater

international awareness for the Man Booker Prize (including a new visual identity and extensive social media and content work): an integrated a bilingual campaign to "Beat Flu" in Wales, increasing vaccination rates among infants; and work for the FCO to encourage people to better protect their passports when traveling around the world.

GOLIN (INTERPUBLIC GROUP) Finalist

Firmly established as one of this era's defining UK PR firms — after consecutive UK Consultancy of the Year honours in 2013 and 2014 — Golin's continued stellar performance demonstrates the virtues of momentum, after all of the work put in by Matt Neale and Jon Hughes to turn around an operation that was once, believe it or not, ailing. With Neale now tasked with a bigger international remit, a seamless leadership transition has placed Bibi Hilton in charge of Golin's 145-strong team, which combines serious consumer and corporate heft with some excellent digital and social media capabilities.

Hilton has brought a new brand of leadership to Golin UK, focusing in particular on on such areas as gender equality, shared parental leave and flexible working — to the extent that the firm's progressive internal culture now provides a distinct competitive edge, something that remains a rarity in the publiclyowned agency world. But it is not

just the soft stuff that impresses. Golin's hard numbers are as good as you would expect from an Interpublic PR firm, with UK revenues up around 8% to more than £20m, once healthcare unit Virgo is factored in too. There was new business from Sainsbury's, Honda, Great Western Railway and Kraft Heinz, joining a client roster that already features Unilever, Cadbury, Siemens and Smirnoff.

While Golin's business results have sometimes appeared to outstrip its capacity to produce standout creative work, Hilton has made creativity a priority, a goal that is supported by the firm's blockbuster 2016 acquisition of creative agency Brooklyn Brothers. Campaign highlights included Npower's Fuel Bank, Cadbury's Return of the Milk Tray Man and Persil's Messy Adventures, the later of which included a sophisticated digital component. London is a key element in Golin's ambition to be the agency of this decade; the evidence suggests that the operation is firing on all cylinders.

W (INDEPENDENT)

Finalist

In a market that often appears to prize creativity above all else, former Freuds executive Warren Johnson has stolen a march on many of his consumer rivals by demonstrating the kind of hardnosed business acumen that has led his firm to £4.1m in seven years, expanding 25% in 2015 alone. But it would be wrong to suggest that W is just about the

money — the firm's emergence also reflects its ability to deliver creative work that is as good as anything on the market, including some strong influencer marketing activity such as 'End Marmite Neglect'; Pokerstars' All-In Kitchen; Campari's 'Red Night District; and, rather aptly, the W Hotel launch in Amsterdam.

But...back to the numbers. In 2015, the firm continued its stellar new business record, making further inroads into Unilever, for which it now handles Lynx, PG Tips, Ben & Jerry's and Cornetto. There were other big wins — Lidl, Belstaff, V Festival, Campari and Ryvita — joining a client roster that includes Marmite, Kopparberg, Levi's, Johnston Press, YSL and Evening Standard.

The firm's growth has meant that Johnson can assemble a talented leadership team, which now includes MD Richard Tompkins; strategy head Adam Leigh; head of media and corporate Becky Charles: and brand head Sophie Raine. And W continues to showcase a contrarian approach to much of its activity, particularly when it comes to investing in its own ventures — there is a BrandLab that asks staff to think like stakeholders, along with the development of products and ventures in spirits and retail. All of which has helped fuel a progressive staff culture that includes a strong learning and cultural component.

CONSUMER PR CONSULTANCY OF THE YEAR:





HOPE & GLORY (UK/INDEPENDENT)

In just four years, Hope & Glory has established itself as a dominant force in London's fiercely competitive consumer PR market, with leadership duo Jo Carr and James Gordon-Macintosh combining substance and style to notable effect. Indeed, the shop has emerged as something of a go-to player for big consumer brands, adding Adidas, Airbnb, Virgin Trains East Coast, PZ Cussons, B&Q, Heathrow, Sega and Opodo in 2015 to an eye-catching roster that already includes O2, Ikea, Disney, Virgin Active, HTC, the Royal Mint and Honda.

The agency also sustained its remarkable pace of growth last year, growing 33% to £3.4m in fee income, with profits up 60% to £900k, from its 47-person staff base. Both Carr and Gordon-Macintosh continue to manage the growth well, focusing on 'fame, fortune and fun' in a bid to keep staff and clients happy. Unsurprisingly, there has been expansion of its

senior ranks, along with a smart 50% investment in new digital consultancy OneFifty.

And, of course, Hope & Glory's work continues to wow award juries, leading to 49 campaign awards in 2015 alone. That performance might well be matched this year too, given the evidence of another rich crop of campaigns, including standout work for O2 ('Big Up' and #WearTheRose); Ikea ('No Place Like Bed'); B&Q ('Plant Whisperers'); Airbnb ('Floating House'); and, Virgin Trains ('Beard Caps'). Perhaps the best evidence of Hope & Glory's effectiveness comes from the grumbles it now elicits from rival agencies — a sure sign that an agency is succeeding in London's cut-throat consumer scene.

CIRKLE (UK/INDEPENDENT)

Finalist

From its headquarters in bucolic Beaconsfield—about 20 minutes outside London—Cirkle has spend the past 18 years building one of the best consumer boutiques in the UK. In reality, the firm handles a broad spectrum of work for the consumer brands it represents: a list that includes iconic brands from Premier Foods (Oxo, Bisto, Mr Kipling); Kerry Foods (Wall's, Mattessons, Cheestrings); Energizer, Hipp Organic, Slendertone; Mission Foods, PepsiCo (Quaker, Tropicana, Walkers), Ferrero (Nutella, Bueno) and Pernod Ricard (Absolut, Beefeater,

Malibu). That means Cirkle has impressive expertise in reaching the trade audience too, as in its work on behalf of Absolut (using social media and video to engage bartenders).

But it's the consumer work that has truly helped Cirkle distinguish itself from competitors: launching Energizer's EcoAdvanced batteries (using thousands of recycled batteries to create a scale model of Tower Bridge and increasing market share by 3.4%). Work like that contributed to impressive 95% client retention in 2015, which in turn helped Cirkle notch impressive 23% growth for its best year ever—new business success from winning included Hovis, Nestle Waters (Buxton, Perrier, San Pellegrino), Cheestrings and The Happy Egg Co., beating or taking accounts away from some of the UK's most creative firms, didn't hurt either. Finally, we would be remiss not to mention the firm's awardwinning culture. A particular passion of founder Caroline Kinsey, it manifests in a first-class employee wellness programme, an emphasis on work-life balance, flexible working initiatives, all of which earned Cirkle our Best UK Consultancy to Work For award last year.

M&C SAATCHI PR (UK/M&C SAATCHI GROUP) Finalist

Under the leadership of global CEO Molly Aldridge, MD Chris Hides and ECD Steve Strickland, M&C Saatchi PR has established itself as a topnotch addition to Europe's consumer PR market, growing global revenues to £7.1m in 2015, thanks in large part to a continued focus on matching people's passions to projects. That might sound like a trite concept, but has resulted in some impressive work and assignments for Foot Locker, EE, Dixons, Deezer, Peroni Carphone and Virgin Holidays.

The agency has also expanded to good effect beyond its traditional powerhouse UK HQ, adding brand PR specialist Vanessa Kreumel to lead its German office. While M&C Saatchi PR boasts solid corporate and technology credentials, it is the consumer practice that stands out underpinned by strong digital and creative capabilities. It is an approach that has resulted in market leading campaigns such as The House of Peroni; building a treehouse to launch Virgin Holidays' new Wanderlist product; and, putting a man on the arch of Wembley football stadium to launch EE's action camera.

MISCHIEF (UK/ENGINE GROUP)

Finalist

When founder Mitchell Kaye departed Mischief in 2013, few expected the agency to sustain the eye-catching success that had defined its growth since it launched in 2006. That it has is as much down to Kaye's legacy as it is to the CEO he recruited to succeed him, Frankie Cory. Supported by planning director



Gemma Moroney and creative head Damon Statt, Cory's Mischief might be a different agency to the one that characterised Kaye's heyday but is no less effective, reporting fee income of £5.7m in 2016 and continuing to demonstrate a restlessness that has stood it in good stead amid the world's most competitive consumer PR market. Last year, there was new business from Vodafone, Southampton FC, Pot Noodle, TransPennine Express, Knorr, Bovril, AkzoNobel Global, Alton Towers and Odeon Cinemas, joining a client roster that already includes The FA, Unilever brands (including Sure and Impulse), Birds Eye, AkzoNobel UK (including Dulux and Cuprinol), Affordable Art Fair, BAE Systems and Tate & Lyle. A realtime newsroom has added more heft to Mischief's alwaysimpressive creative work, while the agency has smartly focused on developing 'corpsumer' campaigns for Birds Eye and Ella's Kitchen, and launched an influencer unit to mine cultural and consumer insight.

The campaign work remains in fine fettle, evidenced by Southampton FC's #ShowYourStripes kit launch; the Nation's Ode to the Coast for National Trust; and Pot Noodle's #YouCanMakelt. If Mischief can also benefit from the various creative and production assets that surround it within Engine Group, there is no reason to think that Cory's ambitions for the firm cannot be realised.

RED CONSULTANCY (UK/HUNTSWORTH)

Finalist

After a couple of relatively quiet years, Red returned to relevance in 2015, demonstrating the kind of sharp consumer edge that helped it win UK Consultancy of the Year honours in 2012 and. indeed, once reflected its status as consumer hotshop in the 90s. The agency grew its consumer PR income by 10.2% in 2015 to £8.3m, and led some of the UK's key launches of the year: McDonald's Signature Collection; Activision Call of Duty; and, Samsung's Galaxy S6 edge. Often at its best when representing less fashionable brands. Red also did sterling work for Boots and Heathrow, reflecting its ability to retain big, complex consumer client assignments — its roster also includes Johnson & Johnson, Emirates, Nestle, Carling and Coca-Cola.

There was also new business from Royal Caribbean, Listerine, Quality Street, Slim-Fast, Ecover and StubHub, and the firm also moved to develop its offering in 2015, launching an in-house design team, hiring Nick Edell as head of digital build, and unveiling its own evaluation framework. Under the leadership of consumer MDs Isobel Coney and Emily Morgan, Red's consumer revival has been quietly impressive; it is little surprise that parent Huntsworth continues to view the agency as one of the jewels in its rapidly rusting crown.

CORPORATE PR CONSULTANCY OF THE YEAR:





HERING SCHUPPENER (GERMANY/WPP)

In March, when a Germanwings flight from Barcelona to Düsseldorf crashed in the Alps a tragedy deliberately caused by the copilot—the Lufthansaowned carrier called in Hering Schuppener. In September, when Volkwagen found itself embroiled in scandal after revelations that it had distorted emissions tests results, it made the same call. The fact is that whether it's high-profile corporate crisis work (the firm also represented Takata and Honeywell last year) or highstakes transaction business (Hering Schuppener handled 30 transactions worth \$60 billion last year, more than any other German firm), Hering Schuppener's phone number is on speed dial for the smartest CCOs in the Germanspeaking world.

Its client list is a veritable who's who of German business: adidas, Lufthansa, Volkswagen, Henkel, Siemens, Lanxess, Osram, ThyssenKrupp, RWE, KKR,



Deutsche Bank, Deutsche Börse, Deutsche Post DHL, Rothschild, Airbus. Its leadership team has unmatched depth and longevity: in addition to chief executive Ralf Hering, partners Alexander Geiser, Tina Mentner, Brigitte von Haacke, Phoebe Kebbel, Georg Jakobs, Martin Bury, Henriette Peucker and Felix Schönauer are minority shareholders in the firm and veterans of corporate and financial PR, public affairs, and employee communications, with an average tenure at HS of more than 10 years. The newest addition to the team, meanwhile, is Andreas Winiarski, formerly of Rocket Internet, who gives the firm newfound digital credibility. Revenues last year topped €25 million (€35 million for the group as a whole), healthy double-digit growth for the year.

HEADLAND CONSULTANCY (UK/INDEPENDENT)

Finalist

Three years ago, Headland founded in 2005 by financial communications expert and Gavin Anderson veterans Chris Salt and Howard Lee—brought on board former Fishburn Hedges chief exec Neil Hedges to expand its corporate capabilities. The decision to blend corporate and financial (with just a dash of marketing for financial services clients) has paid off handsomely: Headland has more than doubled in size over the past couple of years, with fee income now a little over £4 million, and a client list that includes UBS, PwC, Virgin

Active, Legal & General, Danone, The AA, and Grosvenor Group.

New business in 2015 came from AA Financial Services (for brand positioning and product communications); PepsiCo (corporate communications, issues management and UK press office work); Smart Energy GB (corporate communications and public affairs); coffee company Jacobs Douwe Egberts (corporate communications and crisis management); and GB Energy.

Salt and Hedges now lead a team of close to 40 that also includes new partner Simon Burton, previously with Tesco as group director global government relations. High-profile work included positioning global bank UBS as a thought leader on the Scottish referendum and general election; developing digital communications platforms for Legal & General to connect with customers; and launching Virgin Active's first CSR programme.

PAGEFIELD (UK/INDEPENDENT) Finalist

Three years after being named Best New Consultancy in EMEA by the Holmes Report, Pagefield's continued emergence demonstrates that, just maybe, this publication might know a good firm when it sees one. In 2015, Pagefield passed £4m in fee income, thanks to more growth across corporate and public affairs, with a 25-strong team supported by an advisory

board that is chaired by Sir Christopher Meyer.

Much of that is down to the firm's ability, like the best boutiques, to provide senior counsel in a market that rewards corporate expertise. In 2015, for example, the firm won impressive new business from John Lewis, AB-InBev, BGF (Business Growth Fund), Advertising Association, University of Warwick and Centrica, to go with existing clients such as Airbnb, Kellogg's, High Speed 1, ITN, Camelot, Leidos, Motability, Stonewall, Discovery Communications, Philip Morris, Sime Darby and Battle of Ideas.

Much of the work reflects
Pagefield's ability to best bigger
rivals for issues management
work, under the leadership
of founders Mark Gallagher
and Sara Price, and managing
partner Oliver Foster. This is best
illustrated, perhaps, by Pagefield's
lead role on stakeholder
engagement for Airbnb and
Sime Darby.

SEVEN HILLS (UK/INDEPENDENT)

Finalist

A finalist for Corporate Consultancy of the Year for three consecutive years—it won EMEA and Global honours in 2014—Seven Hills is best known for its focus on the entrepreneurial economy, but has been expanding its focus as it has started to work with larger clients (companies, CEOs

and other business leaders, destinations) with an emphasis on communicating mission and purpose and explaining business as a force for change. More than just a mouthpiece for companies in this space, Seven Hills provides genuine consultancy and industry-best thought leadership, from the publication this year of its own book "Mission: How the best in business break through" to its role in founding a managing organizations such as StartUp Britain and events such as its Bloomberg partnership Summit: The Future of Growth.

Still only six years old, Seven Hills reported £4 million in fee income last year (growth was close to 33% for the second straight year) with new business from BrewDog, GP Bullhound, Grant Thornton, Harwell Campus, Innovate Finance, Vanguard and Vonage, joining a roster that includes British Business Bank, Cobra Beer, Ella's Kitchen, One Young Worldm, and Tech City UK. There was new talent too. as co-founders Nick Giles and Michael Hayman were joined by managing director Emma Johnson (formerly of The Communications Group). The firm's work ranged from assisting Brew Dog with employee communications and employer branding (including the company's first "blackout day," which allowed all of its employees to come together for the first time) to helping to manage One Young World's sixth summit in Bangkok to launching the Tech Nation 2016 study for Tech City UK and Nesta.

PORTLAND COMMUNICATIONS (UK/OMNICOM)

Finalist

Typically viewed as one of the UK's defining public affairs firms, Portland has broadened its capabilities considerably to cover the full range of corporate communications in recent years, with the moves paying off to such an extent that it has grown remarkably over the past couple of years, to more than £25m in global fee income after another double-digit upturn in 2015.

Once again, that performance should be placed into context. This is not just a lobbying shop making hay, but a firm that counsels the Barclays CEO on his reputation, and also provides similar advice to the likes of Nestle, Pfizer, Google, Apple (UK public policy work and projects on education and health), McDonald's, Diageo, Uber AkzoNobel, O2 and Motorola. The firm now handles numerous international mandates, including plenty of work in the Middle East and Africa, often helping governments build their communications capabilities. All of which adds to an existing client roster that includes public affairs and corporate work for Aviva, NetworkRail, Heathrow (around its third runway plans), Funding Circle, AB Inbev and Hyatt; along with a strong base of foundations, for such as figures as Kofi Annan, Mo Ibrahim and Bill and Melinda Gates.

Much of the firm's work, meanwhile, has genuinely moved the needle for its clients, reflecting its view that reputation management requires an integration of public affairs and corporate comms, in recognition of how regulatory debate and scrutiny has moved beyond Westminster onto the High Street. Perhaps the best example of this is its work for Uber, which prevented a number of proposals to limit the company's expansion in London. In addition, the firm coordinated a broad coalition of industry, consumer groups and charities to make the case for a energy improvement programme; and worked for independent producers trade body to ensure that regulation was not adjusted.

Now numbering 160 people, founder Tim Allan oversees a deep leadership team that includes former Sun political editor George Pascoe-Watson; ex-Downing Street advisor Steve Morris; and Tony Blair's former communications director Alastair Campbell. Allan likes to say that public relations is a "British success story". His own firm continues to provide plenty of evidence of that.

CREATIVE PR CONSULTANCY OF THE YEAR:





UNITY (UK/INDEPENDENT)

Pound for pound, the most award-winning agency in the world over the past few years, Unity impressed once again when this year's EMEA region SABRE nominations were announced. Its nine finalists (more than many of the leading multinationals) ranged from its corporate social responsibility initiatives on behalf of flagship client Marks & Spencer to its work revitalizing the Butlin's brand to its "swing the vote" youth campaign for charity vinspired. Even more impressive, Unity picked up five In2 SABRE Awards, for its innovative work in crowdsourcing, online advertising, and influencer outreach. All of that justifies Unity's description of itself as "a new kind of creative agency" and its claim to have moved beyond traditional PR briefs to compete with agencies from other disciplines for multichannel assignments.

The reasons for this success are manifold, but among them it's clear that the ability to balance left and right brain—

Unity's creativity is matched by its commitment to research, planning and process—and its emphasis on mission ("we exist to increase human happiness" might seems like a lofty claim, but its ambition is reflected in the firm's campaigns) are key among them. Fee income increased by 35% in 2015, to £3.2 million with high-profile clients such as Disney, LEGO, the BBC, Rockstar Games, and Nissan (as well as the UK's junior doctors in their labor dispute with the government, which Unity is handling pro bono) joining a roster that includes M&S, Direct Line, PizzaExpress, and Butlin's. The firm has brought in new talent too, with Davnet Doran (formerly of Cake) promoted to managing director and Ella Dorley-Brown and Katy Stolliday promoted to directors, working alongside founders Nik Govier and Gerry Hopkinson.

DYNAMO (UK/ INDEPENDENT) Finalist

Founded in 2011 to focus on

consumer technology, Dynamo emerged last year to take third spot in the Holmes Report's Global Creative Index ranking, thanks to an impressive awards haul for such clients as M3D and 3Doodler. Much of that is down to the agency's sophisticated understanding of crowdfunding, which was again showcased in 2015 by the 3 Doodler 2.0 launch — the biggest sequel launch in

crowdfunding history — and

similarly successful efforts for

Prynt and NEEO. Now 25-strong,

Dynamo's creative approach led to 83% revenue growth in 2015, while pre-tax profits doubled, but the work remains the big draw here — demonstrated again recently by eye-catching campaigns for AttractionTx and Nvidia.

M&C SAATCHI SPORT & ENTERTAINMENT (M&C SAATCHI GROUP) Finalist

Always a strong creative firm, M&C Saatchi S&E continues to base its thinking on the premise that "simple ideas enter the brain quicker and stay there longer," as CEO Steve Martin puts it. Now firmly established as a groundbreaking agency in the increasingly sophisticated world of sports and entertainment marketing, after winning EMEA Consumer Consultancy of the Year honours last year, M&C Saatchi S&E has broadened its offer considerably across media, digital and live events, all of which revolves around a reinvented creative approach called Edison — that stands in stark contrast to the traditional methods deployed by much of the market.

While the firm stands steadfast in its refusal to employ a creative director or creative team, (it believes, quite understandably, that all of its staffers are creative), it has dispensed with tired processes such as brainstorms in favour of a formal creative methodology that brings a measure of rigour and innovation



to client briefs, fusing data and behavioural science with creative planning, direction, content and digital innovation. These efforts have been bolstered by its inhouse Studio 15 creative unit, which doubled in size to £600k in 2015, delivering a wide range of content for all of its clients.

The work demonstrates that the agency's new approach is paying off. The #WearTheRose campaign for O2 has been rightly celebrated, but there was also some inspiring efforts for Reebok with Kendrick Lamar; a video miniseries for Ballantine's Golf Club; and the the Stay True Space Gif-it for the same brand, which resulted in 11 documentaries. There were also eye-catching Rugby World Cup campaigns for Heineken and Coca-Cola. The numbers are similarly impressive: The firm employees 62 people in London, and global revenues reached £10m in 2015, up from £7m in 2014, led by new business from Samsung and BNY Mellon, and significant growth of its Ballantine's, Adidas and O2 accounts.

KAPER (UK/KARMARAMA) Finalist

Kaper, the firm set up by former MySpace comms director Chris McCafferty in 2009, is not creative for the sake of it. The firm prides itself on delivering commercial goals rather than just coverage, and has distinguished itself from many of the its London consumer peers by developing a strong capability across traditional and digital PR, experiential and

content creation. That helped drive a breakout year for the agency in 2015, with revenues up 18% to £2.3m.

Being part of the broader Karmarama Group clearly helps Kaper when it comes to insight and creativity, but the firm's focus on developing 'cultural currency' is a pivotal part of this mix, helping it develop some highly persuasive work for Vauxhall ('Great British Legends'); English Heritage; Snog; and, Ladbrokes. More than 50% of Kaper's revenue now comes from digital, largely content and video, reflecting its ability to bring in big assignments from Maille (across several markets), Vauxhall, English Heritage, New Scientist, Unilever Foods, Unilever Foundry, British Gas, MasterCard and AOL.

TRIGGER (NORWAY/INDEPENDENT) Finalist

Trigger was launched in 2010 by founder and managing director Preben Carlsen, a thirtysomething former IKEA communication manager, and has made quite an impact in its first five years. It was named Nordic Consultancy of the Year in 2013 and Creative Consultancy of the Year for EMEA last year—as well as picking up the Platinum SABRE for the best campaign of the year in Europe, for its "Stop the Wedding" campaign, which rallied the nation to prevent the marriage of Norway's first child bride—before revealing that the "wedding" was a hoax to raise awareness of the practice outside of Norway. This

year, it followed up with eight EMEA SABRE finalists—more than any other firm with its headquarters on the continent, ranging from an innovative campaign to introduce a new IKEA store to corporate work for local bank DNB to anti-bullying efforts on behalf of Norwegian skier and sports clothing designer Kari Traa.

The firm is distinguished by its emphasis on engagement, developing a content-driven approach markedly different from anything else in the local market, and emphasizing social media. Carlson has been joined by Magdalena Kamøy, head of creative, and managing director Bente Kvam Kristoffersen, both of whom have ad industry experience. The firm now employs 45 people, genberating fees of €2.6 million (up by 26 percent last year) and working for clients including IKEA, DNB, Norwegian Airlines, Telenor, Plantasjen, The Ministry of Climate & Environment, and new additions Cubus, Mills, Rottefella, FINN.no, Av og Til, Abbot, Coca-Cola, Sporveien, Canal Digital, Veidekke, Volvo, and the Norwegian Gaming Authority. Next up, international expansion, with plans for an office in Stockholm later this year.



DIGITAL PR CONSULTANCY OF THE YEAR:





WEBER SHANDWICK (INTERPUBLIC GROUP)

There probably isn't another firm in Europe that is producing the quantity or quality of digital content that is coming out of Weber Shandwick right now. The firm has made a number of moves designed to strengthen its content capabilities in recent years, from the launch of planning and paid media shop Mediaco in 2013 to the expansion of in-house creative team The Studio (now 22 people in London) to the acquisition of Swedish powerhouse Prime to the appointment early in 2015 of TVC veteran Adam Clyne as head of digital for the EMEA region. As a result, digital now contributes 30% of Weber Shandwick's revenues across the region, having grown by 25% last year.

The firm made a host of new hires in data and analytics and content creation (executive creative director James Nester from We Are Social, EMEA head of content Al Berry from Bacardi, paid media manager Magda Wynne from Mediacom), and

the investment is reflected in the work coming from every office: in London, the #washedaway billboard campaign for charity Action Aid used a weather data-activated billboard to catch the eye of shoppers, while Esso deployed virtual reality to help consumers experience Formula 1 from a unique perspective; in Sweden, a video of the nation's synchronized swimming team under the influence helped insurer Trygg Hansa draw attention to drunk driving; in Germany, the firm helped Deutsche Telekom use YouTube to amplify its corporate storytelling.

HOTWIRE (ENERO)

Finalist

After establishing itself as one of the best technology PR firms in the world (and winning Global AOY honours in 2104). Hotwire's growth continues to owe much to its innovative approach to digital platforms, particularly owned and paid. The firm's European presence includes owned offices in London, Paris, Munich, Frankfurt, Madrid and Milan, and was the best performing Hotwire region in 2015, growing fee income by 13.9% to £11.9m.

The integration of 33 Digital within the business helped give Hotwire a headstart when it comes to digital, but the firm has worked hard to develop an offering that reflects the rapid strides porgressive-minded PR firms are making when it comes to digital and social media. Chief among Hotwire's innovations in 2015 was a new Labs offering

that focused on insights, analytics, design, messaging and digital build — adding £600k in new revenue from a range of clients. And that's without mentioning its award-winning Listening Post digital analysis tool, which Hotwire continues to invest in and see strong results from. The firm also invested £180k in its Hotwire Academy training programme in a bid to support the expansion of skillsets, particularly in terms of digital marketing, across its employee base.

This has helped the firm expand beyond its roots to deliver integrated work across geographic borders and functional siloes, helping it net new business from De La Rue, Marketo, Viacom, Travelex, Citibank, Doddle, Young Enterprise, Nuance and Ubisoft, who join an impressive client roster that features Qualcomm, Intel Security, Indeed, Nikon, Western Digital, Logitech, GoPro, Doddle, Red Bull, Cisco and Workday.

All of which adds up to an agency that is seeing considerable growth outside traditional PR areas, via such services as digital advertising, social, branding, content marketing and data analysis. Evidence of this comes from work for De La Rue (a broad rebranding assignment); Travelex (audience analytics); Doddle (consumer engagement and sales); and, Inrix (sales leads and social reach). And, Hotwire's annual Communications Trends Report also continues to stand out in a cluttered marketplace.

TVC GROUP (UK/ECONOMIST GROUP) Finalist

After starting life almost 20 years ago as a content agency, TVC has adapted well to the demands of modern public relations, prompting The Economist Group to acquire the consultancy in 2012. Since then TVC has transformed itself into a more focused integrated agency, using its content heritage as a strong competitive edge, particularly in the digital and experiential arenas. Via the relaunched Digital News Agency, the firm possesses its own content hosting platform and media centre, a crucial element in its strategy of producing intelligent, creative content for clients such as EasyJet and Jaguar Land Rover.

While revenue growth in 2015 was flat, TVC has restructured and expanded its proposition to good effect under the leadership of global MD James Myers, alongside integration with the broader Economist Group offering. That has helped it net new business from LandBay, intu, Now Pensions and AAT, to go with a client list that already features aguar Land Rover; Peninsula Hotels; easylet; Eurostar; King.com; Bacardi Group; Red Bull; Royal Voluntary Service; LVMH and Dyno-Rod. Campaign highlights included some excellent video content for the Hive app and for the launch of the new Evoque convertible.

VOLONTAIRE (SWEDEN/INDEPENDENT) Finalist

There is plenty of innovative digital and social work being carried out across the Nordic region, some of it by established agencies, but Sweden's Volontaire is a digital native, founded in 2009 with the new media landscape specifically in mind. The name, Volontaire, reflects the belief that communications is something that people have to want to participate in, voluntarily, and forms the basis of its approach. The firm operates at the convergence of paid, shared, owned and earned media and competes with established advertising, digital, and PR shops regularly and successfully: new business wins in 2015 included Electrolux, Church of Sweden, and Sanofi, and the firm also represents Libero and Visit Sweden, among others.

Last year saw some significant expansion. Volontaire hired Christian Åkerhielm, previously head of digital in the Nordics for MSL/JKL and with a background from Jung Relations, to lead the PR practice, and brought in eight new hires to bring its team to 30. It also launched a new unit focused on activation, content, CRM and production. The firm is nominated for four SABRE Awards for its work, including "Find Your Swede" for Visit Sweden (an interactive tool that helps would-be visitors connect with their Swedish doppelgangers) and "The Work Workout" for

nurses' union Kommunal, while another signature campaign involved persuading celebrities Members of Parliament to pose for a calendar to promote breast cancer awareness for Bakery Bonjour and Swedish Breast Cancer Association.

WE ARE SOCIAL (BLUEFOCUS)

Finalist

With a name like "We Are Social" there's an inherent a risk of of the brand falling out of step with the digital environment. This fate, however, has certainly not befallen We Are Social, in part, because the firm takes a more literal view of the word 'social.' "It is about understanding social behaviour before focusing on social platforms and using this social insight to create worldclass creative ideas" is how the eight-year-old agency explains its mindset. We Are Social now has 600 people with 11 offices around the world (including five in Europe) and is part of one of the world's largest PR networks Blue Focus. Revenues in Europe were up about 8% to £23.9m, from £22.1m in 2015. Forty people were added to its European team, which is now 390.

Long-standing key clients in Europe include adidas, Beats by Dre, Netflix, BNP Paribas, Google, Lavazza and Nestle. New wins include Audi and Lenovo in the UK; Amazon and Reebok in Germany; Vodafone and Buitoni in Italy; and Siemens in France. Work for clients has evolved from

social media in the early days to social content — short films, animations and photography. In 2015 We Are Social picked up its first Cannes Lions for its work Hello Play! for Hello Bank! — a crowd-funding music platform, with its own virtual currency, Hello Coins. Just weeks after launch, almost half a million Hello Coins were sent to 28 music projects, with eight fully financed after one month. The firm's work for European clients adidas, Juventus and YouTube was also recognised by the Clio Awards, Lovies, Webbys, Eurobest and others.

The firm's innovation team is now focused on future mapping what's around the corner in terms of social and technology. As part of this, the firm produces monthly 'Curiosity Stop' reports to showcase the industry's best social-focused innovations.

HEALTHCARE PR CONSULTANCY OF THE YEAR:



PEGASUS (UK/INDEPENDENT)

With the traditional Rx pharmaceutical business going through a difficult period—relatively few new blockbuster

drugs, and a challenging regulatory environment healthcare PR firms are being forced to look for new avenues of growth, and those looking to the consumer health space have found at least a couple of established competitors taking the lead. Pegasus, based on the south coast of England and focused on "inspiring healthy decisions," must be the most eye-catching of these, growing 39% in 2015 to almost £9m in fee income. A team of 100 (up 30%) in Brighton now works across a broad range of services, including digital, social and creative, helping the firm net new business last year from Daiichi Sankyo, Denplan, DuPont, Elanco, GR Lanes, LloydsPharmacy and PAGB. Existing accounts include Thornton & Ross, Holland & Barrett, Godrej Group, LF Beauty, Danone, Novo Nordisk and Bayer (OTC & Animal Health) — helping to demonstrate how Pegasus has grown as health has become central to conversations across a range of sectors, including technology and food.

Recognising those shifts, Pegasus has invested in both specialising its sector skills and broadening its relevance to clients in adjacent sectors, via more thought leadership and focused hiring plans. All of which is underpinned by an outstanding workplace culture — turnover is just 6% and there are numerous initiatives in place to improve learning and development.

FIRSTLIGHT (UK/INDEPENDENT)

Finalist

Formed in 2009 by former Red Consultancy corporate head Paul Davies, Firstlight has grown to become one of the best of a new breed of UK corporate PR firms. And much of that is down to the firm's stellar healthcare capabilities, which are led by Pat Pearson, another ex-Red Consultancy executive. In 2015, Firstlight grew by 37% to more than £1.5m in fee income, with healthcare accounting for almost half of the firm's business. Key clients include Novartis Oncology (which consolidated its entire UK portfolio with Firstlight in 2014); NAPP (for which it handles biosimilars); Orthimo (for which Firstlight launched the first generic him implant, in the last big bastion of big branded medical devices); Sanofi; Vifor Pharma; Roche; and the NHS.

Unsurprisingly, given that list of clients, Firstlight's healthcare capabilities are broad, covering market access, media relations, regulatory and HTA approaches, disease awareness, patient advocacy and issues management.

GCI HEALTH (WPP)

Finalist

The GCI Health brand may have only launched in London in 2013, but it began life with two significant advantages: it is part of arguably the hottest healthcare firm in the US right now, and the London office essentially spun



out of sister agency Cohn & Wolfe, itself an impressive force in healthcare. Under the leadership of Rikki Jones, the firm recorded more substantial growth in 2015, and is on track to reach £2 million by 2018, with a team of 15 consultants delivering impressive work in four categories: life sciences (mostly pharma), consumer health, market access, and—a real differentiator—strategic consulting.

The firm's client roster includes Bayer, Lilly, GSK, Takeda and Abbott, and has also benefited from a new medical education offer, led by new hire Cally Clarkson. That has helped bring two consumer health clients and four medical technology accounts. There is also a credible focus on thought leadership and staff culture, resulting in best workplace honours from PRWeek. And there is plenty of good work, including an educational campaign for MSD that aims to help Muslims with diabetes stay healthy while fasting. In addition, the firm helped to steer four therapeutic innovations—including Biogen Idec's Tecfidera and Plegridy for multiple sclerosis, Janssen's Olysio for hepatitis C, and Gilead's Zydelig for leukaemia—from pipeline to market.

HAVAS JUST:: (UK/HAVAS GROUP) Finalist

Launched by Jennie Talman and Emma Crozier in 2006, UK firm Just:: Health was acquired by Havas Group in 2015. Now rebranded as Havas Just::, the deal does not appear to have impeded Just's growth trajectory — indeed, in 2015 it increased topline by 15% to around £3.75m. Unusually, for a healthcare firm, Just's positioning revolves as much around creativity as it does around sector expertise. This has paid off via such campaigns as 'In My Shoes, which used Oculus Rift technology to challenge entrenched healthcare professional perceptions of people with ADHD; and 'Growing up with HIV', which built empathy for HIV sufferers among a healthcare professional audience.

For several years now, Just's internal culture has remained a competitive differentiator, with low employee turnover also helped by the addition of a central London office. The firm has a broad range of expertise across PR, media, advocacy, medical education, digital and public affairs, enabling a crossdisciplinary approach to strategic planning. The firm remains led by co-founders and co-CEOs Talman and Crozier, who are supported by Kirsty Mearns, recruited as MD in 2014. In 2016, Mearns took on a new role as chief business development officer, switching her focus from operational leadership to growth and marketing.

VIRGO HEALTH (IPG/GOLIN)

Finalist

The 'Being Human' approach continues to be at the heart

of Virgo Health's business. In 2015, this included a manifesto instigating the industry to talk about just how much engagement has changed within the healthcare sector.

It's now been three years since IPG's Golin bought Virgo Health — and all signs point to this being a successful acquisition. 2015 saw 23% of organic growth and the addition of £2.8m of new business, including three £1m+ clients for the first time. Its record for winning new business is 86% (surpassing its target of 70%) and last year the firm recorded its largest-ever month and quarter earnings. The 12-year-old firm has 85 people across its offices and boosts a 70% talent retention. Building on the 'Being Human' theme, the firm developed a mind map that outlines the values important to its workplace.

While some agencies are moving towards a project model, Virgo transformed its core offerings in 2015 to move away from project work to longer-term retainer assignments. Other notable feats last year included easing client discomfort about 'Being Human' by showing how this thinking could flourish in a highly-regulated environment. The firm's design team grew three-fold with new animation, 3D and motion design capabilities and its digital offering expanded to include the full spectrum between social and digital.

Client retention soared over 95% for the fifth year in a row last year. It also added 17 new clients —



including Bayer, Abbott, Celgene and Abbvie — to its existing roster of 47. Virgo's work with Roche saw a four-fold budget expansion. Notable work includes the HS See Me programme that fostered a partnership between AbbVie and the Centre For Patient Leadership that turned patients into catalysts to educate healthcare professionals; the PaediaSure Shake Fussy Eaters was a social experiment that invited fussy children to lunch; and a campaign for Durex to increase condom usage among young people.

PUBLIC AFFAIRS PR CONSULTANCY OF THE YEAR:



HANOVER COMMUNICATIONS (UK/INDEPENDENT)

Since its inception 18 years ago Hanover has evolved beyond its UK roots to become one of the world's top public affairs consultancies, winning Global Agency of the Year honours in 2015 and growing by 85% over the past three years. Under the leadership of founder Charles Lewington, the firm has consistently innovated, deepening its expertise in healthcare,

financial services, energy and FMCG, and re-investing profits to create new service offerings at its London and Brussels offices. 2015 was another successful year for the firm, with growth of 23% to £9.2m, keeping the firm on track for its five-year plan to double in size by 2018. There was new business from De Beers, England Athletics, Camelot, FloodRe, Steris, Northern Health Science Alliance, MSD, Gatwick Airport, AFC and Time Warner, who join a blue-chip client roster that includes LRS, Goldman Sachs, Three, Lloyds Banking Group, Lilly, Microsoft and the NFL.

And, like many of its better rivals, Hanover's work reflects the shifting public affairs landscape, enabling it to expand policy briefs into broader corporate mandates, for the likes of Lucozade Ribena Suntory, Cuadrilla, Tata Steel and Shire. The firm has created five new practice areas and has upped investment in training, particularly in such areas as social media, SEO and creativity. And it found time to create the new Ecosystem global independent agency network, featuring top firms from a number of countries.

Former Downing Street press secretary Lewington is supported by Andrew Harrison, director and global head of the healthcare practice; Laura Swire, director and head of Hanover's advocacy team; and director and head of Hanover's corporate and consumer practice, Gavin Megaw. Brussels is led by MD Christian Hierholzer. There were several

senior hires in 2015, including Claire Furlong to oversee the new Hanover Sport practice, Leigh Ireland as head of brand activation, Claudia La Donna as head of digital policy, and Emma Carr as head of technology.

The firm's expansion is not limited to typical public affairs areas alone, reflecting the fact that 30% of its London revenue now comes from its corporate communications practice. Hanover created a Newsroom to support its content creation capabilities and took a majority stake in growth-hacking consultancy Multiple. Campaign highlights included work for the first-ever European Games; global DeBeers support; and assignments for Camelot.

APCO (INDEPENDENT) Finalist

Senior APCO executives often bristle when the firm is described as a public affairs player, and with some justification — the expansion of APCO's work not just into corporate, but also consumer, healthcare and digital, has been underway for several years now. Yet, in truth, that expansion also reflects the way that public affairs itself has evolved beyond a narrow focus on lobbying to broader understanding of the intersection of policy, media and all stakeholder groups.

Accordingly, APCO's 2015 growth was not powered by lobbying work alone, but by such assignments as an internal communications audit of the UK's FCA (in association with Deloitte); a 'digital density' report for eBay; and campaigning work for Innovate UK. Alongside that was more traditional activity, for the Ukranian Minister of Finance's successful IMF campaign; and for new clients such Lockheed Martin, Amex, Nespresso, Enterprise Rent-A-Car, Crescent Enterprises, Arab Strategy Forum and Dubai Industrial City.

The firm's 200-strong EMEA presence now features strong operations in the UK (where James Acheson-Gray has overseen a double-digit turnaround in terms of revenue, now £5.4m, and profitability), France (where the firm has doubled in size to €4m in five years), Brussels (where 38 people drove 21% revenue growth to €5.35m) and the Middle East, (which grew by an eye-catching 36% to \$14m in 2015.)

As ever, the quality of APCO's work stood out, whether modernising the legal status of animals in France; handling sensitive anti-trust work for Etihad in Europe; supporting Whirlpool's controversial acquisition of Italy's Indent; transforming the reputation of the fishing industry in Brussels on behalf of NGO Blue Fish; helping ABTA secure better EU regulation; developing the comms strategy for the World Government Summit; or, positioning Masdar as leading player in the renewable energy space.

BELLENDEN (UK/INDEPENDENT)

Finalist

Celebrating 10 years this year, Bellenden is considering what it means to be a 10-year-old firm. No longer a startup, Bellenden is now an established player with offices across London, Edinburgh and Manchester and a strong, flourishing business under the leadership of CEO Mark Glover. Last year, fee income climbed 23% to £3.1m from £2.5m and its employee count jumped from six to 40 practitioners. The client portfolio grew 30% to 104 with key wins including the Licensed Taxi Drivers Association, Salford University, Octopus Investments, National Accident Helpline, Rail Delivery Group, the British Film Institute among others. While its strengths have resided in energy and professional services, Bellenden recently created a dedicated corporate affairs offer that garnered £750K in its first year.

Notable work includes managing the British Wind Campaign, winning the National Accident Helpline account in a competitive pitch from the incumbent agency and its Regeneration Shell Centre Campaign that has been shortlisted for several awards.

FTI CONSULTING (FTI) Finalist

That the Brussels operation—with a team of 70 experts from 22 countries—is one of the jewels in FTI Consulting's crown is no

secret, but the past 12 months have seen an expansion of the firm's EMEA region public affairs capabilities, which now include active members in Berlin, Cape Town, Copenhagen, Dubai, Dublin, Johannesburg, London, Moscow, Paris and Madrid, generating €10m in cross-border business. As a result, FTI can offer businesses support on critical issues, from the political ramifications of restructuring, to regulatory challenges around mergers and acquisitions, to bringing a new drug to market to crisis communications. The public affairs team also collaborates with other parts of FTI's broad-based consulting business, working on tax issues with the international tax advisory practice based out of London and cybersecurity with fraud, investigation and security teams led out of Brussels.

The leadership team includes EMEA practice leader Julia Harrison in Brussels, special advisor Patricia Hewitt (former UK Secretary of State for Trade & Industry) and managing directors Martin Kothé (Berlin) and Alex Deane (London), with new additions in 2015 including John Clancy, former spokesperson for DG Trade; Alejandro Sánchez García, former head of cabinet of the Spanish Secretary of State for Security; and Sir Philip Lowe, former director general of the European Commission for Development Cooperation, Competition & Energy. Growth was 30 percent last year, with the energy and financial services sectors particularly dynamic (the firm won a SABRE for its

Shale Gas Europe work and has been providing policy advice to MasterCard in multiple markets).

PLMR (UK/INDEPENDENT) Finalist

It may not have the most inspiring of names but Political Lobbving & Media Relations (PLMR) has demonstrated a much more innovative approach to its service offering, helping to explain how the UK consultancy has grown rapidly to \$4.75m in fee income by the end of 2015. Growth last year was 30%, spurred by some eye-catching campaigns, notably scrapping air passenger duty on behalf of the air travel industry. New business in 2015 included Bosch, United Nations Crop Trust, Lyft, Care England, and Celsa Steel, all of which join a client roster that includes London City Airport, HC-One, Sunrise Senior Living, Wingas, Cancer Research UK and the British Horseracing Authority. The firm is led by founder and MD Kevin Craig, who is supported by deputy MD Elin De Zoete.

Notably, PLMR brings a strong focus on the health/social care and education sectors, along with expertise in energy/resources and charities. All of this is underpinned by a multi-channel mindset and a global focus — last year the firm founded the Global Communications Alliance of 10 independent consultancies.

TECHNOLOGY PR CONSULTANCY OF THE YEAR:



HARVARD (UK, CHIME)

When Louie St Claire took charge of Harvard in 2011, there were genuine questions over the firm's long-term viability. Once considered one of the strongest tech PR players in the market, Harvard had shrunk considerably to just 14 people and £1.6m in revenue after losing a number of key clients, including Vodafone and Adobe.

That the firm is now a strong contender for technology consultancy of the year is testimony to the resurgence that has taken place under a leadership team that includes St Claire, along with Ellie Bennett, Pete Marcus, David Rossiter, Jo Jamieson and new addition Phil Szomszor, who came aboard as digital engagement director.

Harvard reached £4m in revenue in 2015, a remarkable 39% increase on 2014, generated by 40 people that regularly contend for the biggest technology accounts in the market. Last year there was new business from Digital Garage, Insight UK,

IO, Linn, Lycamobile, Quantcast, Ricoh Europe, Salmon, Virgin Media Business and Xactly, joining a client roster that includes key clients Vodafone, Fujitsu, Arbor Networks, Cisco and TalkTalk. It is not just Harvard's growth that impresses. The firm's work reflects an impressive focus on integration, via a full-service offering that extends beyond PR and digital into such areas as advertising and direct marketing. A robust evaluation framework has also been adopted, along with a staff development culture that as resulted in an 8.4 Net Promoter Score among employees.

Harvard likes to claim that it champions the tech sector, and its specialist knowledge is clearly reaping dividends as technology plays a more central role in every business. There is a commitment to technology industry events and startup projects, which has helped fuel standout work for Cisco (overhauling its digital identity); TalkTalk ('Making Britain's Small Businesses Better Off'); Salmon (Black Friday); and Fujitsu ('Digital Inside Out').

CHAMELEON (UK, REPTILE GROUP) Finalist

Founded 18 years ago, Chameleon has been seen its fortunes improve markedly since the 2013 arrival of Tom Berry as CEO. In tandem with founder Helen Holland, Berry has ushered in a fairly radical revamp of Chameleon's positioning



and capabilities, broadening its approach to encompass the full range of digital services, sales lead generation and C-suite counsel. Topline fee income increased by 8% in 2015, but that does not really tell the whole story of Chameleon's progress — the firm improved profits by 261% to a 24% margin, and walked away from big clients that did not share its vision of highvalue consultancy and integrated communications. That mindset has resulted in average client fees doubling and client net promoter score increasing to +63, from a roster that now features DocuSign, AppAnnie, Unify, Spiceworks, Code42, Forbidden Technologies and ClubCISO.

It is also an approach that has resulted in a staff culture that is considerable more vibrant than most. Chameleon's 16 professionals report high retention and employee satisfaction metrics, with a strong focus on training and development. 'Non-traditional communications services'. what Chameleon describes as influencer relations, insights/ strategy, growth marketing, sales support and content marketing, now accounts for 40% of the firm's fee income, highlighted by impressive campaigns for Forbidden Technologies and DocuSign.

FINK & FUCHS (GERMANY/INDEPENDENT) Finalist

As Fink & Fuchs nears its 30year anniversary, the tech shop has diversified its team for international, employer communications and public sector work. The German firm has offices in Berlin, Munich, Wiesbaden servicing the entire DACH region. Growth hit 16% to \$6.4m fueled by wins like German Federal Ministries and its subordinates that include more than 25 entities, Salesforce, Hasbro, Rackspace, GAD-Fiducia, as well as existing clients Cisco, ComputaCenter, Gore, Interxion, Messe Frankfurt, Mobotix, Sopra Steria, and Schott.

Notable work includes the employer communications program "Night of Education" for Goodyear Dunlop, Eveonik and Heraeus; Monopoly's 80th birthday for Hasbro and National Hearing Day for the National Hearing Aids Association.

OCTOPUS GROUP (UK, INDEPENDENT) Finalist

Octopus has long prided itself on being one of the technology sector's more restless agencies, as comfortable designing sales programmes as it is calling up journalists. While that mentality has sometimes seen it forge too far ahead of the market, there were signs in 2015 that things are falling into place, after a significant restructuring of the firm's agency structure and client engagement model. The new 'brand to sales' model, which has been led by director Sandy Purewal, is not radically dissimilar to contemporary

thinking about modern public relations. But where Octopus stands apart must be in its commitment to implementation, which has seen a total overhaul of the firm's structure — to one that delivers specialist skills and products rather than timebased services. In addition to the development of a bespoke 'brand to sales calculator' that tracks effectiveness and spending, the firm has invested in a specific methodology, supported by training and task forces, in a bid to standardise pricing and prioritise outcomes.

The new model appears to be paying off, even if it has resulted in a measure of turbulence. Octopus grew 8% in 2015 to around £6m in fee income, employing 62 people. There was new business from Avanade, Blackberry, Gamma, Iris, Pindrop and Qualcomm, to go with an existing client roster that includes Computacenter, Colt, Capita, European Payments Council, Intel Security, Orange Group, Riverbed, SAP, Sony Computer Entertainment Europe, VISA Europe and Unisys.

Under the leadership of CEO Jon Lonsdale, Octopus' senior team features a noticeable focus on specialist areas. Billy Hamilton-Stent remains in charge of client strategy and planning; new hire Gary Brosnan heads creative and content; and, Laura Slade oversees technology brand engagement. They have helped drive some impressive work, notably Gamma's six-month 'Connected Business' campaign,



which probably serves as the best example Octopus' brand to sales approach, using content to drive £1.33m in new sales.

TEXT 100 (NEXT 15) Finalist

After a relatively difficult period in the region, one of the world's largest (and oldest, at 35 years) tech specialist consultancies returned to growth in 2015, up 8% in EMEA to £12.6m, with 175 staff working across offices in the UK, Denmark, France, Germany, Italy, Netherlands, Spain and Sweden. Some of that growth came from the merger with sister firm Bite's operations in Stockholm and Munich, while the firm also benefited from a merger with two sibling firms in the UK — Republic Publishing and IncrediBull — bringing expertise in content and brand marketing, and helping fuel a restructuring of its broader regional offering around five distinct service groups — strategy, content, influence, social and digital.

All of this activity has brought a welcome sense of momentum to Text 100's EMEA operations, particularly in the UK, Spain and Sweden, the latter two of which delivered eye-catching growth in 2015. Key clients in the region include Vodafone, NXP, Suntrust, Microsoft, Red Bull, Skype, Facebook and NCR — new accounts in 2015 from Kodak Alaris, Houzz, Instagram, Pegasystems, Alipay, Avios, Netatmo, Secret Escapes, Surf Air, and Blizzard.

Always well regarded for its progressive staff culture, Text 100 also stepped up its thought leadership activity in 2015 and continued to develop some thought-provoking campaigns — putting AOC at the heart of gaming; creating an M2M barometer for Vodafone; launching the Age of Ulton group chat for Skype; and a highly-successful IFA 2015 launch for Lenovo in Berlin.

NEW PR CONSULTANCY OF THE YEAR:



MATRIOCHKA INFLUENCES (FRANCE/INDEPENDENT)

Formed in mid-2014, Matriochka Influences has rapidly marked itself out as one of the brightest public relations firms in France. The firm is led by two founding partners Elodie Monchicourt and Charlie Trouillebout, both of whom hail from market leader Elan. Indeed, Monchicourt cofounded Elan and brings 15 years of experience, while Trouillebout is a digital specialist. Together, the duo aims to integrate traditional communications with more modern influencer techniques, resulting in an approach that counts as relatively disruptive not

just in France, but in the broader region too.

The firm has grown steadily since launch and now numbers 15 staffers, with a distinct focus on fashion and consumer clients such as L'Oreal Foundation, Coca-Cola, Chanel, Biotherm, Meetic, Philip Morris, La Roche-Posay and Carrefour. Of note, Matriochka prevailed over bigger rivals to secure Orangina-Schweppes' PR business last year. And there was impressive campaign work for L'Oreal Foundation — the #ChangeTheNumbers campaign to improve the international visibility of women in science.

ENGAGE JOE PUBLIC (JOE PUBLIC UNITED GROUP) Finalist

Officially launched at the start of 2014, Engage Joe Public bills itself as a 'new-age PR firm', focusing on the kind of multimedia content creation that integrates well with its partner agencies within the Joe Public United Group. The firm is led by managing partner Keri-Ann Stanton who oversees a contextual leadership approach that aims to persuade rather than instruct.

The early returns suggest that Stanton's efforts are paying off. Despite difficult economic conditions, Engage Joe Public is billing R5m and is forecast to grow 20% this year, with a client roster that includes Hippo. co.za, 32 Clothing, De Beers Botswana, Business Arts South Africa, Kenya Tourism, South

African Banking Risk Information Centre, along with new additions USN, Oohs, Visa and Autodesk. The firm is split equally between corporate and consumer but has not adopted separate teams, preferring instead to reflect the convergence of traditional practice areas.

That mindset extends to a strong learning and training culture across Engage Joe Public's nine-strong team, along with a focus on content, influence, creativity and analytics. Campaign highlights included work for De Beers and Kenya Tourism.

THE ROMANS (UK/MOTHER)

Finalist

The Romans launched one year ago with a fairly refreshing set of objectives, which included a commitment to not becoming the biggest agency in London or taking on a client 'just to take a cheque'. It is their third brand promise, though, that suggests they have what it takes to succeed in London's brutally competitive consumer PR market — The Romans want to 'make great work, with great people and have a lot of fun.' Of course, that is not the only thing The Romans has going in its favour co-founders Misha Dhanak and Joe Sinclair bring considerable agency experience and creative expertise, and the firm is backed by leading advertising agency Mother.

The agency's first year of operations suggest that it is

making good on its third goal. Even by London standards, it is difficult to recall a startup win so many impressive brands in less than year, including Spotify, BrewDog, Samsung Europe, The Macallan, Itsu, Innocent and Ovo. Much of that is down to the firm's focus on creativity, which has already included eye-catching campaigns such No Label for BrewDog; Screen Sensations for Samsung; and the 'Innocent Coconut Watering Hole'. Keep up this rate of growth and The Romans' first objective — not becoming the biggest agency in London — might be in danger.

TINMAN (UK/UNITY) Finalist

Just two years since being founded, TinMan has already racked up 58 award nods (including six in this year's In2 and SABRE Awards EMEA) and skyrocketed from zero revenues to £463.5K — with 22% profit margins. The firm has already established a reputation for delivering creative, smart work that delivers business results for clients that include Borough Market, WaterAid, Avis, Nickelodeon, Hackney Empire, Monkey Shoulder whisky, Little Brown Book Group and Harvey Nichols.

Founder Mandy Sharp sought to create an agency with big, creative ideas that tie back to business objectives. The name — Tin Man — pays homage to the character in "Wizard of Oz" as it represents campaigns with a heart, based on the idea that

actions and attitudes are driven by feelings. This year, the firm has seen inbound inquiries increase by 80% and its win rate is an impressive 93%. Headcount is eight full-time employees in its London office with overall growth up 23% from the year before. The firm added 32 clients over two years, including 16 just in the last 12 months. So far, it has enjoyed a 100% retention rate.

Award-winning work includes launching Carole Matthews' latest novel The Cake Shop in the Garden by creating an edible garden made of cake — bringing together Britain's top pastimes gardening and baking. In six weeks, 54K books were sold (76% uplift from a previous book launch), more than 1K visitors to the garden and 50 pieces of coverage. The book reached sixth place in the Sunday Times Bestseller list within two weeks.



THE 2016 BEST AGENCIES TO WORK FOR **EMEA**

The Holmes Report's
Best Consultancies to
Work For are determined
by a comprehensive survey
of agency employees,
at around 50 agencies
throughout the
EMEA region.

Being selected as a Best Consuiltancy to Work For by the Holmes Report is considered the ultimate benchmark of PR firm culture and workplace performance, in an industry whose primary asset remains its people.

The three 2016 EMEA Best Consultancy to Work For Winners received their awards at the SABRE Awards dinner on 25 May in Berlin.

BEST EUROPEAN NETWORK TO WORK FOR

COHN & WOLFE

Cohn & Wolfe's philosophy is brought to life throughout the agency's mantra "Dig Deeper. Imagine More." (DDIM), which emphasizes a supportive environment that fosters creativity and outstanding client work. DDIM is supported by a "work-style" programme called Emergenetics, which provides clues into how people think and behave across four distinct categories—conceptual, analytical, structural and social—and helps to build well-balanced teams.

The firm also gets the fundamentals right: competitive salaries, a strong benefits package, and a wide range of learning and development opportunities. The firm is working to promote diversity and inclusion, supporting candidates from diverse backgrounds as they find their feet in the industry. And in the firm's own most recent employee survey, 91 percent of



employees surveyed agreed that Cohn & Wolfe was a fun place to work.

But it's the softer side of the business that draws the plaudits: "I like coming to work every day," says one respondent. "I feel challenged and am driven to progress through the agency." Another says: "I have never seen anyone within our team blame or put unneeded pressure on anyone else. It is very much a team attitude here." And finally: "Everyone—from top management down to junior consultants—takes pride in being nice, kind and supportive."

Honorable mentions: APCO Worldwide TRACCS, Weber Shandwick, Chandler Chicco

BEST CONTINENTAL CONSULTANCY TO WORK FOR

SCHWARTZ PUBLIC RELATIONS

Two things set Schwartz Public Relations aside as an employer of choice in the highly competitive German market: first, absolute transparency; and second, absolute respect, trust, and personal responsibility. The former means that every member from junior levels to directors has full insight into the agency's business, informed via weekly staff meetings and constant open doors. The latter means individual employees get to decide when

and how long they work and how they run their accounts.

Throw in a strong commitment to internal and external trainings—in technology, PR, social media and more—and it's easy to see why employees are enthusiastic. One respondent cites the "transparent way of leadership communicating with the employees as well as the flat hierarchy." Another offers a long list of reasons to love the work environment: "My co-workers, my boss, the team spirit, the family-like atmosphere, colleagues are highly supportive of each other, everyone is encouraged to bring in their ideas and share their thoughts, open communication."

Honorable mentions: LVT (Netherlands); Tribeca (South Africa); Fink & Fuchs (Germany); Canela (Spain)

BEST UK CONSULTANCY TO WORK FOR SALT

One of the three guiding principles at salt is an emphasis on culture, and in particularly on the ability of individuals to balance their own needs with those of the teams in which they work. There is a salt "behavioural framework" that is aligned with the salt values and forms the heart of the recruitment process, line management, and appraisal programme. It includes

transparency—involving everyone in setting the agency's direction—and a flexible, supportive workplace. A bespoke leadership development programme means everyone has the opportunity for personal growth.

"We are encouraged to bring our passions to work," says one respondent. "Everyone's contribution is valued, good performance is celebrated and promotions aren't based on tenure; if you have passion and can deliver great work the opportunities are there for the taking." Adds another: "Everyone respects one another. There is amazing culture. The company rewards its staff, and the benefits are amazing.... Everyone is always happy and as a company we celebrate on every occasion and celebrate success as well."

Honorable mentions: Tangerine, Hope & Glory, Cirkle, Unity





JOELE FRANK I WILKINSON I BRIMMER I KATCHER

CORPORATE COMMUNICATIONS

INVESTOR RELATIONS

TRANSACTION COMMUNICATIONS

LITIGATION SUPPORT

RESTRUCTURING & BANKRUPTCY

PRIVATE EQUITY

CRISIS COMMUNICATIONS & SPECIAL BITUATIONS

BHAREHOLDER ACTIVISM & CORPORATE GOVERNANCE



The 2016 Asia-Pacific PR Consultancies of the Year are the result of an exhaustive research process involving more than 100 submissions and meetings with the best PR firms across the region.

Consultancy of the Year winners were announced and honoured at the 2016 Asia-Pacific SABRE Awards on 28 September in Hong Kong.

REGIONAL PR CONSULTANCY OF THE YEAR:



MSLGROUP (PUBLICIS GROUPE)

In a little more than a decade. MSLGroup has evolved from a 15-person startup in China to one of the top multinational agencies in the Asia-Pacific, with a network of 1,500 professionals (more than any other agency) in 36 offices across the region. There's some debate about whether MSL has now overtaken longer-established rivals Ogilvy, Edelman, and Weber Shandwick in terms of regional revenues, but there is no doubt that the Publicis-owned agency can now compete on level footing with any of them in any of the region's major markets particularly China and India, where recent acquisitions have turned it into a market leader.

Growth in 2015 was close to 20%, with much of the new business coming from established brands like longtime MSL clients P&G and Coca-Cola, as well as the likes of Mondelez, Cadillac, Adidas, AXA, Volkswagen, Lego, Pfizer, Audi, Panasonic, and UBS. But as befits a challenger brand like MSL, there have been assignments from some of the region's—and the world's—most disruptive companies: Netflix, Uber, Airbnb, Alibaba Group, Tencent, WhatsApp, Xiaomi, Google.

The firm's burgeoning digital capabilities have been at the heart of its success, with digital revenue up by 35% last year. The agency's i3 methodology starts with insight (there has been a significant investment in data and analytics), proceeds through integration (which means engaging consumers and other stakeholders through a wide



range of digital and social content and non-traditional channels), and ends with impact. And the latest innovation is a new platform— Conversation2Commerce— that "harnesses the power of influence to drive brand lift and commerce." C2C draws upon the integration of paid, owned and shopper media to add scale, measurability and targeting to the firm's earned media coverage and helps turn conversations into commercial success.

Increased integration with other Publicis companies is also helping. MSL incorporated PR teams from the Philippines and Sri Lanka last year (as well as an acquisition in Vietnam) to increase its footprint, and is partnering with advertising and digital sister agencies—often playing a lead role—to provide integrated services to many major clients.

BURSON-MARSTELLER (WPP)

Finalist

Today's Burson-Marsteller is not quite unrecognizable from the four or five years ago—it still offers the same steady hand when it comes to high-stakes issues and strategic counsel—but it is quite noticeably more modern, more dynamic, more innovative, and—since the transformation is clearly a work in progress—more optimistic.

Margaret Key, a six-year BM veteran, has been regional CEO for a little more than a year now, and early in 2016 made a couple of significant

appointments that have helped drive the changes: Barry Wong, formerly with Commonwealth McCann, was named managing director, creative and innovation, a new role, and Judith Ostronic was named managing director, regional communications and operations. Supported by a mix of agency veterans (vice chair Prema Sagar, government and public affairs chief Ian McCabe) and newcomers (China CEO Ruby Fu, regional director of digital Thomas Tang, head of digital strategy for China Joe Peng) they are reshaping the agency.

There has been a major investment in the firm's Studio B offer, which helps clients with everything from analytics through engagement, including robust data capabilities, channel strategy and content creation. And there is a renewed emphasis on talent development, particularly in identifying and growing future leaders.

The payoff is most evident so far in the quality of the firm's work: working with Huawei on a corporate level, as well as with its enterprise, carrier, wireless networks, and fixed networks business groups and launching several new products globally; helping Adidas with a number of hip, youth-oriented projects like Crazy Balloon Attack, ClimaCool, and All in for #MyGirls; and supporting Fitbit with media relations, social influencer engagement, partnerships and events, in China, Japan, India, Singapore, Taiwan and the Philippines.

EDELMAN (DJE HOLDINGS)

Finalist

Edelman's Asia-Pacific offering retains a dynamic edge in a dynamic region, growing 9% for its most recent fiscal year to reach approximately \$104m in overall fee income. Those may not be the heady numbers of years gone by, but they come as Edelman invests in an ambitious restructuring of its operating structure, part of regional CEO David Brain's plan to increase the firm's "addressable market", bringing it into competition with advertising and digital agencies. That approach means there has been considerable investment in skills and capabilities, across such areas as search engine marketing, social media optimisation and measurement/analytics, as Edelman attempts to ensure that it can deliver all aspects of digital at scale across its various Asia-Pacific markets.

And while Brain's top leadership team — including executive vice chairman Carol Potter; Bob Grove in North Asia: Rob Holdheim in South Asia (and the Middle East and Africa, which also reports to Brain); and, lain Twine in Southeast Asia and Australia is stable, the the restructuring has also been accompanied by considerable turnover of senior talent across the region, with many new additions coming from diverse backgrounds. There is new leadership in China (ex-Bates chief Jeffery Yu), Vietnam (former Publicis CEO TT Nguyen); Australia (Steve Spurr); Indonesia (Raymond Siva) and Hong Kong (Adrian Warr), and, unsurprisingly, plenty of investment in senior talent to support the agency's continued growth in digital, creative and research, notably digital COO Stuart Edwards, North Asia strategy director Andrew Ryder and North Asia CD Pierre Desfretier.

The firm now employs around 1,300 people in the region, working for a client roster that includes Tata, Samsung, HP, Shell, Mars, Symantec, PayPal and Unilever. Almost all of those major clients are now being served across multiple markets— Shell (13), Samsung (12), HP (11), Samsung (10)—in the region. Many of the new business successes last year were multimarket assignments too, including Dubai Tourism, Lotte, Ontario Government of Canada, APACMed and Airbnb.

The network's portfolio across practices is well balanced across corporate and consumer, alongside a strong commitment to both professional development (590 training courses across the region) and thought leadership (from the Trust Barometer to the Cultural Connections initiative). And the creative work remains strong too, highlighted by numerous SABRE nominations and standout work for Asics, Airbnb and Tata.

OGILVY PR (WPP)

Finalist

With fee income estimated at around \$150m following 13%

growth last year, Ogilvy Public Relations is, arguably, the number one multinational in the Asia-Pacific region, and Asia is still the number one region for the WPP-owned agency. The network won Regional Consultancy of the Year honours in 2015 and its performance since then suggests that it continues to fire on all cylinders, functioning as the largest profit contributor to Ogilvy group in many markets.

With 1,200 staff working across 32 offices in 26 cities, the firm has the largest footprint across the region, with its greatest strength in the Greater China market. The firm is also distinguished by a veteran leadership team that includes 30-year China hand Scott Kronick, now regional president and CEO; Debby Cheung, president of the Shanghai market for all of Ogilvy; and Southeast Asia president Andrew Thomas, who also oversees Social@Ogilvy.

There has been particular attention paid to Ogilvy PR's integrated offering, which includes a close working relationship with sister agencies Ogilvy & Mather and Ogilvy One, and a formidable digital and social media practice under the Social@Ogilvy banner. The client list includes the likes of Amazon, Mary Kay, Dell, Unilever, IBM, Ford, UPS, Intercontinental Hotels Group, Canon, Coca-Cola, while there has been notable new business from Ministry of Tourism Indonesia, Huawei (as part of Team WPP), Netflix, the Chengdu Government, Airbnb, IKEA, Google, Ocean Park Hong Kong, National Arts Council Singapore and CFA Institute.

That performance is not just down to Ogilw PR's local market strength in Greater China, Australia and Singapore, but increasing network cohesion, with several clients (Airbnb, Indonesia Tourism Coca-Cola and Johnson & Johnson) working across multiple markets. The firm has named specific 'regional connectors' to improve this process, and has also created seven regional practice leader roles to drive new business and expand client relationships. And there is a significant commitment to strategic planning ('Ogilvy Brains Community') and talent management and development.

The work remains cuttingedge, evidenced by Ogilvy PR's continued success at the SABRE Awards, via such campaigns as 'Great Chinese Names for Great Britain'; 'Mining Australia's digital experience gap for SAP'; Singapore Government's NSCS #EXGerminator; and, the 'World's First Virtual Reality Department Store by eBay.

WEBER SHANDWICK (INTERPUBLIC GROUP)

Finalist

After another year of industry-leading growth in 2015 (fees up by 24%), Weber Shandwick now has more than 900 people in the Asia-Pacific region, and can claim to have the most complete capabilities in the key markets of Australia, China, India, North Asia and South East Asia. Other metrics look good too: the firm now has more than 160 multimarket clients, and more

than a third of its revenues (37%) comes from Asia-based clients.

In the past 12 months, bluechip multinationals like Abbott, Amazon, ExxonMobil, Facebook, GM, MasterCard, Nike, Pfizer and Unilever—as well as the Asia-based Ocean Park Hong Kong, Samsung and Temasek—have been joined by the likes of Chinese smartphone maker Oppo, Chinese renewable energy pioneer Hanergy, Anbang Insurance Group, and the Tokyo Metropolitan Government.

The growth has benefited every practice group, with consumer and corporate each accounting for about a third of regional revenues, strong capabilities in health and technology—and digital leading the growth, with the firm's Studio content creation arm doubling in size last year and 200 digital specialists embedded in local offices.

Meanwhile, a strong and stable regional leadership team—Asia-Pacific CEO Baxter Jolly, regional chairs Tyler Kim, Darren Burns, lan Rumsby and Vanessa Ho—continue to invest in an employee experience that has helped the firm attract and retain talent and helped the firm with Best Place to Work honors from PR Week.

AUSTRALASIAN
PR CONSULTANCIES
OF THE YEAR:

ELEVEN (WHYBIN\TBWA)

Firmly ensconced as one of the most creative agencies in one

of the world's most creative PR regions, Eleven shows little sign of resting on its considerable array of laurels, netting another 10 awards over the past 12 months, including being named Mumbrella's PR Agency of the Year. The firm retains a core belief in the power of public relations to drive conversations and cultural relevance, and continues to develop cuttingedge products and campaigns to support this vision, in particular the Disruption Live methodology of insights mining, open briefing and audience planning that has helped return some tremendous work for MJ Bale, Krispy Kreme and Virgin Mobile.

Over the past year, revenue increased by 52% and profit by 102%, propelled in part by Eleven's ability to leverage its parent TBWA network to better effect, and by a stellar new business haul — including flagship account wins of McDonald's and Virgin Mobile. There was also new business from Krispy Kreme, Philips Lighting, Presto, Carousell, Nissan and David Jones, joining a client roster that already features MJ Bale, Gatorade, Tourism NZ and Heritage Bank.

Roberto Pace has served as MD of the firm's three offices (Sydney, Melbourne and Auckland) since mid-2015, helping to renew the firm's reputation for innovation, alongside group account director Fiona Milliken and creative director Russ Tucker. There is a strong focus on training and development, to immerse staff in relevant cultural trends,

while a trainer was hired to shape bespoke programmes for individual staffers.

All of that paid off with some inspiring work. MJ Bale's 'Unsuitable Journey', netted two Silver Lions at Cannes, along with gold at the Global Facebook Awards, and helped to increase sales and exposure; Krispy Kreme's 'American Classics' turned doughnut boxes into jukeboxes drove sales to an all-time high; and, Virgin Mobile's 'Data Auction' put on a unique spin on a difficult business challenge, spurring sales and awareness.

CANNINGS PURPLE (INDEPENDENT)

Finalist

Cannings Purple (then Purple Communications) started in 2004 as a two-person startup that has now grown to 34 consultants working on more than 120 active clients. In 2012, the publicly-listed STW Group purchased a 49% stake in the company through its corporate and financial public relations firm, Cannings Corporate Communications. This year, the firm's global network grew again with a merger between STW Group and WPP AUNZ. The firm's central office is located in Perth and supported by offices in Sydney and Canberra. Generally speaking, 2016 has been a challenging year for Australia as the effects of the global downturn hit the country hard with a number of major resources projects cancelled or put on hold, corporate and government budgets cut and unemployment rates rising. Yet Cannings Purple



— thanks to years of diversifying its business — has weathered the economic headwinds. Fee income for the fiscal year ending June 2016 was nearly \$6m — a 52% growth YOY. Overall in FY2016, the firm completed 24 equity capital markets transactions and managed 19 M&A deals. Headcount increased from 27 to 34 from July 2015 to June 2016.

Key clients include Deloitte (client for 12 years), Gold Industry Group (formerly Gold Royalties Response Group), Perth Markets Limited and Aeris Resources, K+S (the world's largest salt producer) and CEOs for Gender Equity. This year, Annette Ellis has stepped into the role of acting managing director while incumbent Warrick Hazeldine takes extended long service leave. Canning Purple has also launched a successful sub-brand, Investor Insight - a business news and investment update product, including an online news portal, media distribution service, and an integrated weekly newsletter and social media element.

N2N COMMUNICATIONS (INDEPENDENT)

Finalist

N2N's business is built around five pillars that seem intuitive enough — passionate talent, gamechanging clients, challenging work, an agile approach and a healthy culture. Whether these pillars withstand the pressures of agency life depend on their execution and this is where the 20-year-old firm delivers on the promise. Financial performance reports

are made available to the entire organization enabling everyone, at all levels, to participate in the direction of the business.

Last year, this meant diversifying into new sectors — consumer, travel, government and finance and growing its digital and social offering. This was demonstrated in the details: the firm secured its first Cannes Lions for its work with Airbnb in 2015; N2N collaborated with Airbnb and ING Direct around an agency-wide measurement and evaluation pilot; the firm won new strategy projects for Tabcorp, Civil Aviation Safety Authority, Reserve Bank of Australia and Department of Health; and built an equity partnership scheme in mid-2015.

Between 1 July 2015 and 30 June 2016, N2N exceeded its revenue target of \$4.1m by 8.5% to achieve \$4.45m revenue. The firm also picked \$1.1m in new business and grew its clients base from 19 to 28, with 11% growth in travel clients, 8% growth in technology clients and 21% growth in projects. The Sydney-based agency works across Australia and New Zealand and taps into a network for coverage across APAC, the UK, the US and New Zealand.

In addition to Airbnb, N2N's big name clients include, Facebook, American Express, Schneider Electric, ING Direct, Open Table and Fox Studios.

OGILVY PR (WPP)

Finalist

With fee income estimated at almost \$150 million last year, Ogilvy Public Relations is still the number one multinational in the Asia-Pacific region, and Asia is still the number one region for the WPP-owned agency. While China attracts the lion's share of attention, Ogilvy remains a leader in the Australian public relations market, which is noted for its fragmentation—one reason that OPR presents itself there as a confederation of specialist boutiques rather than a single giant entity.

The impressive components of the overall offer include the self-explanatory Ogilvy PR Health; corporate and business-tobusiness technology specialist Howorth; employee engagement boutique Ogilvy Impact; brand marketing agency Pulse; market leading public affairs business Parker & Partners; and Social@ Ogilvy. The leadership team is equally deep, with former Howorth managing director Kieran Moore serving as CEO in addition to a new role leading WPP in Australia and New Zealand, and longtime employees Graham White (15 years) and Leon Beswick (eight years) leading Howorth and Health respectively. while relative newcomer Richard Brett (a veteran of UK creative boutique Shine) breathing new life into Pulse.

Great work includes a project to quantify Australia's digital experience gap for SAP, which



successfully fuelled business leads, and a smart project for Ebay to create the world's first virtual reality department store.

WEBER SHANDWICK (INTERPUBLIC GROUP)

Finalist

Australia is one of those markets—along with Hong Kong and Singapore—that occasionally gets referred to as "old Asia," a designation that (quite apart from being geographically imprecise) implies slower growth and less excitement. Don't tell that to Weber Shandwick, which saw revenues increase by a very healthy 24 percent last year, with new clients such as Facebook, Lenovo, Amazon Kindle, American Airlines, ServiceNow, and B&O Play join longstanding relationships with the likes of Ocean Spray, Nespresso, MasterCard, Shire, and Astra Zeneca and demonstrate plenty of momentum in the market. While Weber Shandwick is still not quite the size of some market leaders, it now has 50 people in Australia, a new office in Melbourne, and a presence in arguably the region's most sophisticated public affairs market through its Powell Tate subsidiary. Under the leadership of Text 100 veteran Ava Lawlerwho joined three years ago and has engineered much of the turnaround—the firm has added plenty of fresh talent too, adding a digital designer to its Sydney office last year and bringing in Min Chow from Lewis to head accounts in the new Melbourne office.

And the firm is certainly producing its share of great work, from helping Ibis Hotels reach the youth market by aligning the brand with live music to helping healthcare client Shire educate the market about ADHD. Community involvement has been another priority. The firm is doing pro bono work for the Sydney Convicts, Australia's first gay and inclusive rugby club on a campaign tackling bullying in sport, and with United Way on its literacy program.

GREATER CHINA PR CONSULTANCIES OF THE YEAR:



RED BRIDGE (INDEPENDENT)

Founded in 2009, Red Bridge has established itself as a relative rarity in the Greater China PR market an independent agency that has demonstrated an ability to win big business without the sometimes cumbersome scale that is often required of the country's most successful firms. Now numbering more than 50 people under the leadership of founder and managing partner Penny Burgess, Red Bridge reported eye-catching growth of 44% in 2015, driven by new business from DFS, Value Retail Europe and Revolve. Those accounts join a roster that already includes Melia Hotels & Resorts, Forever 21, Ted Baker, Paramount Farms, Soneva Group, Bloom & Grow and UTS Insearch.

Red Bridge's work reflects a focus on integration, thanks to

a restructuring last year that rolled out specialist planning, creative content, digital and activation units. There is also a content studio that is particularly strong in terms of 'middleweight' content, driving an offering that spans brand strategy and ideas to storytelling, multi-channel delivery and activation. There was eye-catching work for Forever 21, using social media platforms and fashion influencers to drive acquisition and ecommerce; Melia Hotels, winning over Chinese travellers; and, Value Retail Europe, delivering high-quality, high-spending tourists to its nine European villages.

Burgess is supported by managing partner and brand strategy specialist Nicky Wang and associate director Maho Saito, who oversees corporate — together the trio appear to building a firm that might yet signal the ability of smaller, boutique players to challenge the market's dominant heavyweights.

BLUEFOCUS DIGITAL (BLUEFOCUS COMMUNICATION GROUP)

Finalist

Since its launch in 1996 (then known as Blue Focus PR), Oscar Zhao's company has grown into the largest public relations consultancy in China and one of the top 10 public relations business in the world, with 2015 fee income (per our 2016 Top 250 ranking) of close to \$250 million—up by 30% last year.

Today, BlueFocus Digital Marketing Agency is the main subsidiary of the BlueFocus Communication Group, offering a unique blend of digital marketing and public relations services in China (it has offices in Beijing, Shanghai, Guangzhou, Shenzhen, and Xi'an) and around the world. As such, it represents many of China's largest companies (Lenovo, Baidu, JD.com, Shanghai Jahwa Corporation) and a host of blue-chip multinational brands (Cisco, Chrysler, Canon, Mead Johnson, Toyota). New business over the past 12 months came from Homelink, FAW Volkswagen, Guanyimei, Ejiao, Hanteng Autos, Dongfeng-Nissan, Hualin securities, Ping An Health, Aston Martin and more.

High-profile work includes "See you again, Katmandu," Baidu's campaign to help restore historic monuments destroyed by last year's earthquake in Nepal, which has won several international awards; employee communications work for Mercedes-Benz; and SABRE winning campaigns for Lenovo, P&G and Dettol, among others.

MSLGROUP (PUBLICIS GROUPE)

Having made three very different acquisitions in China—strategic communications consultancy Eastwei, events-driven company Luminous Experiential, and digital marketing and PR firm Genedigi—it has taken a while for MSL's operations in Asia's most dynamic market to mesh, but despite the fact that the latter two firms retain their original brands, it is

becoming increasingly difficult for competitors to pretend that the Publicis-owned agency is not now a major player in the market, uniquely positioned to provide both top level strategic counsel and local market execution that includes 750 professionals in 11 Greater China offices.

Growth over the past 12 months was better than 20%, with much of the new business coming from established brands like AXA, Melco Crown Entertainment, Marriott International, Lego, United Technologies, Audi, and UBS, but perhaps the most exciting development coming from assignments supporting some of the market's most disruptive companies: Netflix, Alibaba, Tencent, ASOS, and Google among them.

The firm's burgeoning digital capabilities have been at the heart of its success, with digital revenue up by 35% last year. The agency's i3 methodology starts with insight (there has been a significant investment in data and analytics), proceeds through integration (which means engaging consumers and other stakeholders through a wide range of digital and social content and nontraditional channels), and ends with impact. And the latest innovation is a new platform— Conversation2Commerce that "harnesses the power of influence to drive brand lift and commerce." C2C draws upon the integration of paid, owned and shopper media to add scale, measurability and targeting to

the firm's earned media coverage and helps turn conversations into commercial success.

The leadership team includes
Greater China CEO Faith
Brewitt, who previously ran her
own China-based consultancy
and has 20 years of in-market
experience; managing director
Daisy Zhu, a 10-year MSL veteran;
Luminous managing director
Xavier Daurian, who joined last
year from Havas; and Dennis
Hsu and Terence Yam, who
lead the Taiwan and Hong Kong
operations respectively.

OGILVY PR (WPP)

Finalist

With fee income estimated at almost \$150 million, Ogilvy Public Relations is still the number one multinational in the Asia-Pacific region, and Asia is still the number one region for the WPP-owned agency. With 29 offices in 23 cities, the firm has the largest footprint across the region, with its greatest strength in the Greater China market, where it has long been established as the market leader. Ogilvy PR's Asia-Pacific CEO Scott Kronick has been based in China for more than two decades now, and he is ably supported by China/Hong Kong president Debby Cheung, who has been with the agency for 26 years, and Beijing COO (another 20-year veteran) CP Yang.

The firm's Greater China offering includes offices in Hong Kong, Taipei, Guangzhou, Shanghai, and Beijing. Revenue increasing at a double-digit rate last year, driven

in particular by strong digital, social and ecommerce growth. Notable new business included a major global win of Huawei, along with work from the Chengdu government, Ocean Park Hong Kong, Ikea and Google. The firm's global China outbound practice, meanwhile, is stronger than most, led by VP Helen Ye.

The firm is a leader in consumer marketing (in part thanks to a close working relationship with its sister agencies), technology, public affairs, and of course digital and social media. There was eye-catching integrated work for Nestle, along with the Cannes Lions-winning campaign for Visit Britain, "Great Chinese Names for Great Britain".

WEBER SHANDWICK (INTERPUBLIC GROUP)

Finalist

Weber Shandwick's Asia-Pacific growth over the past 18 months has been impressive, and mainland China has been the major driver, with revenues up by 33%. Throw in Hong Kong—a more mature market that has nevertheless been posting strong double-digit growth of its own—and the Greater China market accounts for more than 50 percent of the firm's revenue in the region.

There has been new business from some major brands: GM, Mattel, the Beijing 2022 Olympic Committee, Genzon, Uxin, GSK, Turkish Airlines, UPM, Mido, Tory Burch, IFF, and Anbang Insurance. They join a roster that includes

a good balance of Chinese and multinational companies: Shenzhen BYD, Nike, Swatch, Amazon, MasterCard, Nestle, Lenovo, and Master Kong.

Some of the underlying trends are interesting. For one thing, the percentage of work from Chinabased businesses is growing (which also means that China is exporting more business to the rest of the global network). For another, about 50% of the firm's revenue now comes from marketing rather than PR budgets, a trend that is reflected in the amount of work being done in non-traditional areas ranging from e-commerce to film production to media buying and talent management. Digital assignments are, not surprisingly, up by better than 50%, and sports marketing is another area of activity thanks to a good working relationship with sister agency Octagon.

As for Hong Kong, it quietly enjoyed its sixth year of double-digit growth, with new business from Google and ongoing work with Abbott, Audi, AXA, Dubai Tourism, Hong Kong Jockey Club, Invesco, and MasterCard.

INDIA
PR CONSULTANCIES
OF THE YEAR:

ADFACTORS (INDEPENDENT)

Indian powerhouse Adfactors—which, with fee income of \$18m is the only firm from the subcontinent to rank in the world's

top 100—is best known for its work in the corporate and financial realm, but its continued excellence in the SABRE Awards competitions this year reflect its growth into a well-rounded full-service firm capable of delivering great creativity as well as strategic counsel. That's partly the result of adding a new value—innovation—to those that established Adfactors as a market leader: freedom, transparency, integrity and respect for the individual.

Those values manifest themselves in numerous ways that have differentiated Madan Bahal's firm from its competitors: an investment in professional development that has seen Adfactors send its rising stars to the Indian School of Business, Indian Institute of Management, and Harvard, among others; an in-house gymnasium and regular yoga classes; and a commitment to corporate responsibility that has led the firm to decline clients in tobacco and gambling as well as major multinationals with dubious environmental records.

Bahal continues to focus plenty of his energy on transforming the firm's offering, in line with his ambitious goal of becoming one of the world's top 20 global PR firms, targeting \$120m in revenue within six years. That will require further international expansion, but the signs are that Adfactors is ready for the challenge. The firm grew 9% in its most recent fiscal year, and continues to post strong margins.

Long-term clients include some of India's biggest and most



respected companies: Adani Group; Bombay Stock Exchange; Citibank; ICICI Bank; Infosys; Jet Airways; Larsen & Toubro; Mahindra Group; State Bank of India; and Vodafone. Indeed, a good way to measure Adfactors emergence as a PR powerhouse is to observe the facility with which it often bests its domestic rivals on major consumer and brand PR assignments, in addition to its traditional strengths in corporate and financial. That was again reflected over the past year, with new business from Godrej, Hinduja, Star India, Times Network, GoAir and IDFC Bank.

AVIAN MEDIA (INDEPENDENT)

Finalist

In a little over a decade, Avian Media has expanded from a scrappy start up with three employees into our reigning Indian Consultancy of the Year, with six offices and 160 people delivering fee income of \$3.6m, up almost 27% on the previous year. Like all of the best PR firms, Avian's growth has been driven by a unique culture, which starts with founders Nikhil Khanna and Nitin Mantri's focus on values and deliverables. It is no surprise that Avian Media was named one of the Holmes Report's inaugural Best Agencies to Work For in Asia-Pacific — the firm has worked hard to cultivate a workplace that is collaborative, entrepreneurial and creative, last year deploying a new #LEAP2015 workshop to set ambitious goals for the agency.

Those values continue to drive Avian's progress into a world-class multidisciplinary firm with strength across consumer, corporate, public affairs and crisis. There is also a market-leading digital and content capability, something that helps Avian register a remarkable run of new business, including recent assignments for McDonald's, LeEco, Vistara, Western Digital, Sony, TripAdvisor, Airbnb, Maruti (NEXA), Hindustan Coca-Cola Beverages, Dell, EMC, SAP, Bla Bla Cars, ABInbev, Fortis, TERI, Antara and Tourism Australia For all of them, Avian sets out to deliver real business results, using modern storytelling and digital marketing techniques, content marketing and social media engagement. The firm's work is increasingly recognised at major award shows, including the SABRE Awards, thanks to eye-catching campaigns for Airbus Group, EY, Thomson Reuters, NEXA and Tourism Australia.

EDELMAN (INDEPENDENT)

Finalist

Edelman's progress in India was transformed by the 2011 win of the lucrative Tata mandate in association with Rediffusion. The business immediately gave Edelman formidable scale in the market, — it now numbers 400 people across nine offices — something it has leveraged to build out strong capabilities in creative and digital, giving it an edge over many of its competitors in the market.

That has helped drive continued growth at Edelman India up by an eye-catching 21% to \$15.4m for its most recent fiscal year, with digital revenues expanding by 12%. New business was led by assignments for Ontario Government of Canada, Dubai Tourism, Lava International, International Union Against Tuberculosis & Lung Disease, and SBG India Advisors, joining a client roster that already includes Tata, Unilever, HP, Microsoft, Shell, PayPay and the World Gold Council.

Led by India MD Rakesh Thukral, who reports to India, Middle East and Africa CEO Rob Holdheim, Edelman also added new talent in the market — strategy director Rachana Daria from OMG and Zarif Tapia to lead its Cream Events unit.

GENESIS BURSON-MARSTELLER (WPP)

Finalist

With Genesis founder and Indian public relations legend Prema Sagar playing a broader regional role as Burson-Marsteller's Asia-Pacific vice-chair (as well as serving as a valuable member of the global counseling team and the new "Advantage Women" practice), there is a new generation of leadership running the Indian operations. Nikhil Dey is president, overseeing both public relations and public affairs, while 12-year GBM veteran Atul Sharma is chief operating officer; Sanjay Arora leads the corporate and financial



practice; and Ajit Sahi directs the public affairs business.

But while Genesis remains best known for its strong corporate, financial and public affairs capabilities, it's some of the new offerings that are generating buzz. The firm's live newsroom is providing real-time support for clients in crisis (helpful, one suspects, in winning the Maggi business, which started with a project and has grown to include the launch of 25 new products in India). Its content studio and digital design operation, as well as its training facilities, support BM clients but also operate as standalone businesses.

Similarly, while the firm continues to work with established clients such as Ford, Colgate-Palmolive, Toruism New Zealand, and Diageo's United Spirits business, it has started to attract a younger, more dynamic client set, including low-cost airline IndiGo and healthcare wearables pioneer Fitbit. Significant wins over the past year include Britannia, L'Oréal, Make in India, and Star Sports.

The firm has 350 people in India, as well as affiliates in adjacent markets such as Bangladesh, Nepal and Sri Lanka.

MSLGROUP (PUBLICIS GROUPE) Finalist

Since the twin acquisitions of Hanmer and 20:20, scale has never been a problem for MSLGroup in India, with the launch of Publicis Consultants
Asia adding to an offering that
now numbers eight major offices
and 24 network operations in the
country. Increasingly, neither is
growth, thanks to a leadership
transition that saw Amit Misra and
Chetan Mahajan take over the firm
as co-managing directors.

Under the duo's leadership, MSLGroup is an increasingly cohesive force that has won such marquee clients as Vibrant Gujarat Global CEO Conclave, Swachch Bharat Mission, Gates Foundation, Coca-Cola, Uber, Airbnb, Netflix, Marico, Nissan, Reckitt Benckiser and Xiaomi — making for an impressive client roster that also includes UTC, Honda, Volkswagen, Monsanto, Star Plus, Nike and Facebook.

That performance helped to drive margin growth of 11% last year, along with a revenue/employee increase of 6% over the past 3 years. Much of that is spurred by an increasingly integrated offering, with digital revenues up 32%, reflecting an offering that is now built around an impressive integrated planning methodology.

Accordingly, much of MSLGroup's work is more integrated than most, including reseller community management for Flipkart; seeding Uber nationwide; and prestigious government initiatives like Swachch Bharat and Vibrant Gujarat. And the firm has worked to realign its talent base in line with these shifts, dissolving some positions and creating greater responsibilities for others.

NORTH ASIA PR CONSULTANCIES OF THE YEAR:



EDELMAN (DJE HOLDINGS)

Edelman's digital capabilities have always remained a notch above most of their rivals, and now account for around 14% of the firm's revenues in Asia-Pacific, even if that number is slightly misleading because that's only the firm's pure-play digital activity—the content creation, digital design, and community management work delivered by a specialist team.

The real story, instead, lies in the network's fundamental restructuring of its operating structure to ensure that all aspects of digital — including those more readily associated with advertising agencies — are delivered across Asia-Pacific, a process that is aided by the added scale that its Middle East and Africa operations bring. Edelman has invested significant sums in this initiative, across such areas as search engine marketing, social media optimisation and measurement/ analytics, building centralised hubs that features skills and talent that each of its markets can tap into on a local basis.

Accordingly, there have been numerous digital hires and appointments under the leadership of digital president Gavin Coombes, including Stuart Edwards as regional digital COO and Andrew Ryder as to oversee

digital strategy in North Asia. In Japan the firm has upped its digital capabilities considerably, bringing in Geoff Dossor as digital CD and Masaki Gunnarson to lead digital, paid and analytics, joining a digital leadership team that also includes Kim Hoang in Southeast Asia, Kunal Arora in India, Janet Dai in China and Andy Lee in Korea.

Edelman APACMEA CEO David Brain believes the investments and restructuring will help his firm expand their "addressable market", beyond typical PR assignments into the kind of consumer and branding work that more often goes to ad agencies. Already, there are signs that this is happening, with digital driving growth across all local markets, Singapore and Korea in particular. There has also been eye-catching work for Asics Japan, Airbnb across China, APEC and Tata Tea Fusion.

FLEISHMANHILLARD (OMNICOM GROUP) Finalist

FleishmanHillard started its business in Japan in 1997 with one desk, one phone and one staff member, according to Shin Tanaka who serves as president of the FleishmanHillard Japan Group—a family of companies that includes not only FH but also BlueCurrent, which started life in Tokyo as a digital and influencer marketing specialist and has expanded both the scope of its operations and its geographic footprint, and public affairs brand Vox Global. All of

that is supplemented now by the launch of a new Brand Journalism Center, fulfilling a growing demand for content.

Today, the firm is one of the strongest mutlinationals in the market, with expertise in consumer marketing and corporate communications, and vast experience in the technology and healthcare sectors. Honda leads a management team that includes Tetsuya Honda, managing director of Blue Current, and Nojiri Akihiro, managing director of Vox, that understands how to help multinational companies overcome the many cultural, linguistic and logistical hurdles that are still very much a part of doing business in Japan. They were joined in 2016 by Kuniyoshi Mabuchi, formerly of Ogilvy One and Tribal DDB, who will serve as head of digital.

The Japanese business grew by 15 percent last year, with Vox turning in a particularly impressive performance, and the Tokyo operations continue to drive more than 30 percent of FleishmanHillard's overall Asia revenue. New business over the past 12 months included work from Crocs (Blue Current), Hiroyuki Shigemitsu (FH and Vox), Marriott International (FH), and Mitsubishi (FH and Blue Current).

While the Korean operations can't (yet) match the size and scale of the firm's Japanese business, they are growing at a very healthy 17 percent clip, with public affairs and issues management work on behalf of client such as Reckitt

Benckiser, Johnson&Johnson, AugustaWestland and Korea Hydro & Nuclear Power leading the way. Other new client additions over the past year included Alibaba, Crocs, and Fidelity Asset Management.

H+K STRATEGIES (WPP) Finalist

Hill+Knowlton founded our Tokyo office in 1958, making it the first international public relations firm to enter the country, but whatever first mover advantage that may have delivered had been squandered in recent years, and until recently H+K was a minor player in the market, with a team of about 15 and a low profile.

But the decision to move Asia president and CEO John Morgan to Tokyo about 18 months ago has had a profound impact on Hill+Knowlton Strategies' operations in the world's third largest economy. Morgan has made a number of personnel moves, bringing in Ronan Hand from Japanese mobile games developer Gree as director and handling several local professionals to expand the team. He has also built on the firm's traditional positioning (as much management consulting as PR, with deep sector expertise in tech, healthcare, automotive and finance, among others) while focusing on next-generation services and skills.

H+K's Asia Pacific chairman Viv Lines makes the point that "clients follow good people," and the evidence of the past 12 months bears that out. The agency beat out strong local competition for the ANA Airways account, picked up Nikon for issues and crisis management and Nikkon Steel for media and crisis training. Other new retainer relationships include Costa Cruises, Expedia, Johnson Controls, Flextronics, Veam Software, Canadian Standards Association, InterSystems.

As a result, H+K Japan is the fastest-growing office in the firm's Asia network, is back up to more than 20 people, and is on track to double in size over the next couple of years.

MSLGROUP (PUBLICIS GROUPE)

Finalist

MSL has been so busy in China and India—making acquisitions and establishing itself as a market leader—that it has been easy to ignore the success story in Japan, where the agency has established itself as a trusted advisor to clients such as P&G, Netflix, Cadillac, Mondelez, Fitbit, and Continental Tires while expanding its digital and social capabilities.

The agency's i3 methodology starts with insight (there has been a significant investment in data and analytics), proceeds through integration (which means engaging consumers and other stakeholders through a wide range of digital and social content and non-traditional channels), and ends with impact. Increased integration with other Publicis agencies—under the "Power of One" banner—is providing an

even broader range of strategic thinking and services and seems to be resonating with Japanese clients. Growth was in the midteens in 2015 and has been accelerating in 2016.

The more strategic, integrated approach is manifesting itself in the work too, from the "Find Your Fit" campaign—spanning PR, social, and experiential—that helped Fitbit boost sales in Japan to content-led communications for the International Olive Council to helping Mondelez overcome resistance to brands such as Oreo and Ritz being manufactured outside of Japan. Managing director Eric Hess—a 35-year veteran of the Japanese market—and deputy Kiminori Takeuchi have been bringing in new talent too, including director of strategy and research Atsushi Kikugawa and digital consultant Sei Naganuma.

WEBER SHANDWICK (INTERPUBLIC GROUP)

Finalist

Weber Shandwick's Japanese operations can trace their roots back to 1959, when International PR—later acquired by what was then Shandwick—was first established. Its Korean presence is much more recent, with the office founded just six years ago, under the leadership of Edelman veteran Tyler Kim. But both of the North Asia offices have been on a similar trajectory over the past 12 months, enjoying solid growth (8% and 17% respectively) fueled by increasing demand for digital and social media expertise in both markets.

In Seoul, which Kim has taken from a one-man office to a team of 50, digital accounts for a little more than 50% of the firm's business and the addition last year of Lucy Han—formerly of Edelman—as senior VP, digital, has further strengthened its credentials in that area. There was new business from Abbott, AIA, American Airlines, Boeing, Burger King, Dolby, Dole, Facebook, FedEx, Goldman Sachs, Instagram, Master Card, Ocean Spray, Sanpellegrino, SAP, Seagate, and Splunk, while the firm continues to expand its retainer relationships with the likes of Alba Chunguk, California Walnut Commission, Kayak, Pampers, Samsung Notebook, Samsung Pay, and Roche.

In Tokyo, the story is more about perseverance and the ability to thrive despite challenging economic conditions. Success has come from expanding digital and social capabilities in the local market, including the creation of an "engagement platforms" team focused on influencer marketing, and by broadening the range of service provided to existing clients: growing the Mattel relationship from one brand to seven, supplementing businessto-business assignments for Facebook and Instagram with new corporate work. One major win saw the firm engaged to help the Tokyo Metropolitan Government prepare for the 2020 Olympics.



SOUTHEAST ASIA PR CONSULTANCIES OF THE YEAR:

WEBER SHANDWICK (INTERPUBLIC GROUP)

Southeast Asia accounts for just 15% of Weber Shandwick's revenue in the region, but the firm has a presence that includes offices in the major markets of Singapore, Indonesia, Thailand and Malaysia and has been growing at a steady rate in recent years—with Singapore and Indonesia both reporting revenue increases of close to 30% last year.

Singapore is the largest office, with an impressive client list that includes MasterCard, General Motors, Temasek, Emirates, Carlson Wagonlit Travel, Rolls Royce, ION Orchard, NetApp, ST Engineering, Seagate, Exxon Mobil, Spotify, Abbott, Sport Singapore, Singapore Swimming Association, and new additions over the past 12 months such as BNP Paribas WTA Finals (SC Global), Standard Chartered Marathon, Takeda, Motorola. Perhaps most encouragingly, the firm's successful work on the South-East Asia Games has led to a surge of interest in the sports marketing space as Singapore seeks to become a "sports hub." The firm is now working with the World Tennis Association, the Standard Chartered Marathon, and Singapore swimming.

In Indonesia, a challenging political and economic environment has

proved no obstacle to growth and Weber Shandwick has retained major clients such as Citi Indonesia, Singapore Airlines, International Pharmaceutical Manufacturer Group, MasterCard, General Motors, and Intel while expanding its digital capabilities.

Growth in Thailand and Malaysia has been more modest (but still in double digits) with the Kuala Lumpur operation picking up two sought-after local accounts, for Tanjung Aru Eco Development and Tenaga Nasional Berhad.

COHN & WOLFE (WPP) Finalist

Cohn & Wolfe made its debut in the South-East Asia region with the acquisition of Singapore-based XPR in 2011 and has continued to expand its presence in the market over the past 12 months. The firm's Singapore and Indonesia offices both grew by very healthy double-digit percentages last year, and the Malayisan operation continued to be the top performer in the Asia-Pacific network, up by better than 40 percent for the second consecutive year.

One key is a strong regional leadership team. Karen Ho and Adrian Lee, who both joined as part of the XPR deal and serve as group managing directors based in Singapore and Jakarta respectively, while Jonathan Tan was promoted to associate managing director a year ago and leads the Kuala Lumpur office. Another factor in the firm's strong performance is the continued

expansion of its local digital team, and its emphasis on a more integrated approach.

The firm's South-East Asia client roster includes the likes of APP (one of Cohn & Wolfe's largest global clients), Adidas, Bosch, Dell, ExxonMobil, Ferrero, Fujitsu, iFly Singapore, Rockwell Collins, Sharp, and Tourism Australia, while there was new business over the past year from 3M, Colgate-Palmolive, Facebook, Mattel, Moet Hennessy, and Puma.

EDELMAN (DJE HOLDINGS)

Finalist

Edelman's Southeast Asia operations, led by lain Twine are — arguably — the biggest in the subregion, including 102 people in Indonesia, 92 in Singapore, 58 in Malaysia and 28 in Vietnam. That adds up to around \$20m in Southeast Asian revenue, driven by 15% growth in Singapore, even as Malaysia remained flat and Indonesia and Vietnam both reported declines.

Much of the firm's development, unsurprisingly, revolves around investment in digital and creative — which grew by double-digits in all three markets. In particular, the Singapore office has broadened its offering considerably to include digital and brand strategists, along with Edelman Intelligence's research and analytics offering, working for a client roster that includes Unilever, Singapore Government, STB, Samsung, Symantec, Shell and GSK.



The Southeast Asia region comes under the leadership of lain Twine, who has strong support from the likes of Singapore CEO Amanda Goh, Raymond Siva (elevated to CEO in Jakarta), Robert Kay (Siva's replacement in Kuala Lumpur) and TT Nguyen (former Publicis Vietnam GM who arrived to lead Vietnam).

EON (INDEPENDENT)

Finalist

"Events Organizer Network" (EON) was founded in Manila, Philippines in 1998 by the triumvirate of career diplomat Junie del Mundo, artist/writer Jeannie Javelosa, and Ambassador Romeo Manalo. Since then, EON has created its own niche in the PR industry and in 2015, embraced evolution with the rebirth of the company as EON The Stakeholder Relations Group. With this, came four business units: EON Public Relations, ENGAGE for Public Affairs and Government Relations, TANGERINE for Creatives and Events, and DiG for Digital. Together these newly-formed business units delivered top-line growth of 24% in 2015 and a client portfolio that now spans 24 diverse industries and headcount that has exceeded 100.

Business, overall, is booming. Revenue is more than \$5.5m while overall growth was 24% — EON PR registered at 8%, Dig at 194%, Tangerine at 40%, and Engage at a 7% growth. The company is already on track to outdo these performance metrics for this year. Clients include: Spotify, Viacom -MTV Music Evolution, Intel, Shell,

McDonald's, Diageo, Visa, Nike, Pfizer (new), Tourism New Zealand and Education New Zealand (new) and the Department of Foreign Affairs (new), among others. Notable work includes the regional launch of streaming music darling Spotify.

RICE COMMUNICATIONS (INDEPENDENT)

Finalist

Rice's continued growth — it now numbers 29 people across Singapore and Myanmar illustrates the increasing maturity of boutique public relations firms in Southeast Asia. The firm's focus on workplace culture gives it a competitive edge over many of its larger peers, as does a leadership team comprised of Sonya Madeira, who founded Rice in 2009, and partner/director lames Brasher.

2015 saw Rice submit once of its best years ever, growing 40% to reach US\$2.54m in fee income. Once known purely for technology, Rice has increasingly diversified into consumer as well, to the extent that its top 10 clients include Hilton, Bosch, Subaru, Inmarsat, FICO, DBS, Kimberly-Clark and Palo Alto Networks. Over the past 12 months there was new business from LinkedIn, Servcorp, Ooyala, Tech Mahindra, Outbrain, LogRhythm and Vivaki.

About 80% of its clients are served in multiple markets, and many span the region. Campaign highlights include supporting Kimberly-Clark's stakeholder relationships in

Singapore; helping Inmarsat drive awareness of aviation safety and connectivity solutions; and, building greater profile for LogRhythm in Asia-Pacific.

CONSUMER **PR CONSULTANCIES OF THE YEAR:**

AKA ASIA (INDEPENDENT)

Founded by former Grayling directors Kate O'Shea and Amy Wright in 2008, AKA Asia's expansion since then reflects the agency's transformation from a creative PR shop to an award-winning integrated comms consultancy, as comfortable competing with digital and advertising agencies as with its traditional rivals in the PR space. Growth has been impressive, driven by an increased focus on design and production, along with broad capabilities across corporate, consumer and digital — and a creative reputation that saw it rank fifth in the 2015 Global Creative Index.

Over the past 12 months, there was new business from Treasury Wine Estates, Disney on Ice, Premier Inn, Collective Works, MeadJohnson, Nutrition Rafferty's Garden, FOX, Rajah and Tann, FrieslandCampina and DirectAsia, joining a client that includes Unilever, Jetstar, Chic Outlet Shopping, Diageo, Bentley, J&J Acuvue, Singapore EDB, FitnessFirst, LinkedIn and Costa Coffee.

The client roster is impressive enough, but what also catches the eye is AKA's ability to deliver multi-channel integrated work. For Unilever and Diageo, for example, the firm handles major employee engagement assignments; for Acuvue, AKA has expanded its scope to include influencer engagement and production; for LinkedIn, AKA handles range of dynamic content creation; and for Costa Coffee, the agency develops above-theline and below-the-line creative work across Asia-Pacific.

ELEVEN (WHYBIN\TBWA) Finalist

Firmly ensconced as one of the most creative agencies in one of the world's most creative PR regions, Eleven shows little sign of resting on its considerable array of laurels, netting another 10 awards over the past 12 months, including being named Mumbrella's PR Agency of the Year. The firm retains a core belief in the power of public relations to drive conversations and cultural relevance, and continues to develop cuttingedge products and campaigns to support this vision, in particular the Disruption Live methodology of insights mining, open briefing and audience planning that has helped return some tremendous work for MJ Bale, Krispy Kreme and Virgin Mobile.

Over the past year, revenue increased by 52% and profit by 102%, propelled in part by Eleven's ability to leverage its parent TBWA network to better effect, and by

a stellar new business haul — including flagship account wins of McDonald's and Virgin Mobile. There was also new business from Krispy Kreme, Philips Lighting, Presto, Carousell, Nissan and David Jones, joining a client roster that already features MJ Bale, Gatorade, Tourism NZ and Heritage Bank.

Roberto Pace has served as MD of the firm's three offices (Sydney, Melbourne and Auckland) since mid-2015, helping to renew the firm's reputation for innovation, alongside group account director Fiona Milliken and creative director Russ Tucker. There is a strong focus on training and development, to immerse staff in relevant cultural trends, while a trainer was hired to shape bespoke programmes for individual staffers.

All of that paid off with some inspiring work. MJ Bale's 'Unsuitable Journey', netted two Silver Lions at Cannes, along with gold at the Global Facebook Awards, and helped to increase sales and exposure; Krispy Kreme's 'American Classics' turned doughnut boxes into jukeboxes drove sales to an all-time high; and, Virgin Mobile's 'Data Auction' put on a unique spin on a difficult business challenge, spurring sales and awareness.

RUDER FINN (INDEPENDENT)

Finalist

Celebrating more than 25 years in China last year, Ruder Finn took home our Consumer

Consultancy of the Year award, having established itself as a market leader in automotive and luxury goods—two of the market's most lucrative sectors—and making an increasingly significant contribution to the firm's global revenues. Over the past 12 months, the firm has grown even stronger, complementing its formidable mainland China capabilities (offices in Beijing, Shanghai and Guangzhou) with a revitalized Hong Kong operation, a burgeoning presence in India, and a healthy pan-Asian network.

The firm continues to produce strong work for automotive clients such as Porsche (establishing a digital newsroom), Volkswagen (supporting the growth of soccer in China) and Volvo (sustainability initiatives) and for upscale brands such as Cotton Inc. and Johnnie Walker, while the Hong Kong office now has more than doubled in size over the past 12 months and built up a client roster that includes blue-chip brands such as Emirates, Suntory, Prudential, Jumeirah, Macy's, and the Michelin Guide. Meanwhile, sister agency Thunder and the RFI Studios digital and content capability continue to thrive.

Agency leadership—Jean-Michel Dumont, chairman of Ruder Finn Asia, has close to 30 years of experience, 14 at Ruder Finn; Elan Shou, senior VP and managing director for Greater China has 15 years of experience, 11 at Ruder Finn; Hong Kong-based senior VP Charles Lankester is another veteran of the region—remains strong, as does thought

leadership, with the latest edition of the firm's Luxury Forecast providing insight into the continuing strength of the Chinese market.

SINCLAIR COMMUNICATIONS (INDEPENDENT)

Finalist

Kiri Sinclair founded the eponymous firm in 2009 to deliver integrated campaigns from its office in Hong Kong across Asia. This year, the firm opened a second location in Shanghai so it's no surprise business has been good. Revenues increased 21% from July 2015 to June 2016 to \$1.7m with 19 full-time employees. The growth was largely fueled by new clients like the Singapore Tourism Board, Tourism Australia, Art Central 2016, Swarovski and Massimo De Carlo, among others. Specializing in lifestyle industries, Sinclair works across travel & tourism, art & culture, luxury brands, property, wine and hospitality sectors.

This year, Sinclair commissioned a digital newsroom that allows media convenient access to press materials and high-res images. Notable work includes being called in to develop an integrated campaign (including positioning/messaging, stakeholder management and media relations) for the most extensive public art project ever installed in Hong Kong, Event Horizon.

CORPORATE/FINANCIAL PR CONSULTANCIES OF THE YEAR:

ALLISON+PARTNERS (MDC PARTNERS)

Three years since entering Asia via a deal with China's Wolf Group Asia, Allison+Partners has built a credible regional presence, bolstered by further acquisitions in China (Century PR) and, this year, Japan (Focus PR), along with expansion into Singapore, Bangkok and Hong Kong, including the high-profile hire of former Upstream Asia co-founder Paul Mottram to lead its All Told content practice.

All of which adds up to topline growth of 40% in 2016, but it is the firm's corporate capabilities in the region that particularly catch the eye, especially in China, where it has 36 staffers working across such clients as Schneider Electric, Canola Council of Canada and Textron Aviation. Growth in that market reached 36%, driven by the firm's ability to provide credible senior-level reputation and issues management counsel to C-suite executives. For example, Allison has helped Schneider Electric navigate a range of issues around cybersecurity, a brief that has involved significant work with the company's business leaders and the Chinese government. And, of course, there is plenty of crisis management work to occupy the time of Allison's China leaders — David Wolf and Jerry Zhu.

Beyond China, growth has been strong, albeit off a smaller base. In Singapore, corporate work includes assignments for the Singapore EDB, NUS Business School and Ngee Ann Polytechnic.In Japan, the Focus acquisition brings in 10 people handling corporate work for such clients as Nuance. And the company's All Told content offering is increasingly popular at a corporate level, with revenue expected to reach \$5m this year.

In terms of thought leadership, furthermore, Wolf has cemented his reputation as a thought leader in the China market, with his book "Public Relations in China: Building and Defending Your Brand in the PRC," which argues that "few companies have found the right formula" in China. Allison is helping more and more of them figure out the right way to do that.

ASHTON CONSULTING (INDEPENDENT)

Finalist

John Sunley founded Ashton
Consulting 16 years ago in
Japan to provide bilingual
strategic counsel across media
relations, crisis communications,
M&A communications, investor
relations and internal
communications.

Culturally, the firm's 23 consultants operate within a relatively flat organization that encourages contributions from across the team while also prioritizing diversity and



reasonable work-life balance. This has resulted in low staff turnover (less than 5%) and a workforce split evenly across men and women, as well as between Japanese nationals and those from outside the country. The firm also recently introduced a Management Beat system in which a group of eight senior consultants take responsibility for different aspects of our business in four-month rotations. Fee income grew by 41% last year.

Key clients include Mitsubishi UFJ Financial Group, Mitsui & Co, Kirin, Capital Group, British Airways, Novartis, Tourism New Zealand, Bloomberg, BlackRock, LATAM Airlines, Docusign and Nissan, among others. Notable work includes the Nichi-Iko acquisition of Sagent Pharmaceuticals in which Ashton advised Japan's largest generics pharma company in the \$766 million acquisition, working closely with financial and legal advisors and selecting a PR agency partner in New York.

After helping manage a major global pharma client through a series of complex business-critical crises over two years in Japan, Ashton devised a crucial first step in reputation rebuilding — having the CEO answer questions in front of more than 80 media, with no podium and no speech notes. The event was a successful turning point for the firm's reputation.

CHASE INDIA (INDEPENDENT)

Finalist

As India's economy has strengthened, more policy initiatives have emerged for consideration prompting the founders of Avian Media to launch a separate public policy consultancy. Nikhil Khanna, along with Nitin Mantri and Manash Neog unveiled Chase India in 2012 with its first client being in the education sector. Since then, the firm has expanded into food and beverages, energy infrastructure, technology and security. While its focus continues to be advocating for federal policies, the firm has also invested in building state experts, especially in light of the increasing decentralization of policy.

Growth is up 98% and the firm now employs 16 consultants working on 21 retainer clients and four active projects. These clients include Google, Dell, BP, BMW, Intel Securities, AMD, Airbnb, Amazon, Western Digital and Oracle. The firm's thoughtleadership includes insights and analysis on various policy and economic issues, including a report on Brexit and its potential impact on business.

Notable projects include working with the beverage industry to reduce taxes on beverages with a three-pronged strategy: direct engagement with tax issues, foster advocates for the industry among key decision makers; and map the most important and relevant stakeholders.

CITADEL-MAGNUS (INDEPENDENT)

Finalist

When Citadel and Magnus merged last year, they formed Australia's largest financial/ corporate firm that worked on \$8.7bn worth of financial transactions in its first year as a combined entity. Among the 19 M&A deals Citadel-Magnus worked on in 2015 was Ferrovial's successful bid for Broadspectrum. The firm's advisory work spanned investors, media, government and regulatory bodies over many months.

With the traditional 'media-led' financial PR model losing its relevance, Citadel-Magnus pivoted its business into new growth areas of specialised investor relations advisory work and corporate reputation. Both are growth areas being driven by shareholder activism and boards being much more accountable to numerous stakeholder groups. For the fiscal year ending June 30, 2016, fee income was approximately \$5.3m AUD.

Other notable assignments include Equifax's \$2.5bn takeover of Veda Group, Dexus Property's \$3.5bn bid for Investa Office Fund and Healthe Care's \$938m sale to Luye Medical Group, among others. Citadel's founding partner Peter Brookes leads the transactions practice and the Sydney office, meanwhile Magnus' founding partner John Gardner leads the investor relations practice and the Perth office.



SPRG (INDEPENDENT)

Finalist

It is now 21 years since Richard Tsang launched Strategic Public Relations Group in Hong Kong, and while it has expanded into a network of 10 offices across Asia and established capabilities in consumer marketing and corporate social responsibility, it remains best known as a market leader in the financial communications space in what remains one of the world's most dynamic business centers.

SPRG may not have invented the IPO public relations, but there's a case to be made that it perfected the business. It completed 34 new listings in 2015—including its 300th listing—and 13 so far in 2016. It also expanded into the lobbying business by acquiring AsiaNet Communications in July of this year, adding another component to its broad corporate and public affairs capabilities.

If past experience is any guide, many of those IPO clients will turn into retainer business for the firm: it currently advises more than 160 listed clients, including China Mengniu, COFCO, Dynasty, Fairwood, Fortune REIT, Hop Hing, JHC, K Wah, Lenovo, Melco Crown, Sinotrans, SOHO China, Sun Art, Tianjin Port, Tsui Wah Restaurant, Xtep, ZTE. And SPRG's international client base is just as impressive. It works for P&G, Google, H3C, UC Rusal, Fitbit, and Lenovo and new business in 2016 came from ABN AMRO, AIA, BDO, Capella Hotel, Espirit, Heineken,

Scripps networks, Skechers, Wyeth and more.

One key to the firm's success is its ability to attract and retain talent in a market where demand exceeds supply: 15 members of the management team have been with SPRG for 15 years or more, 15% of the 300 staff have been with the firm for a decade, and 90% agree that the firm provides great opportunity for advancement. Another is the firm's deep roots in the community, including its CSR and philanthropic endeavors, and Tsang's role on more than 50 boards and committees across the island and beyond.

DIGITAL PR CONSULTANCIES OF THE YEAR:



Edelman's digital capabilities have always remained a notch above most of their rivals, and now account for around 14% of the firm's revenues in Asia-Pacific, even if that number is slightly misleading because that's only the firm's pure-play digital activity—the content creation, digital design, and community management work delivered by a specialist team.

The real story, instead, lies in the network's fundamental restructuring of its operating structure to ensure that all aspects of digital — including those more readily associated with advertising agencies — are

delivered across Asia-Pacific, a process that is aided by the added scale that its Middle East and Africa operations bring. Edelman has invested significant sums in this initiative, across such areas as search engine marketing, social media optimisation and measurement/ analytics, building centralised hubs that features skills and talent that each of its markets can tap into on a local basis.

Accordingly, there have been numerous digital hires and appointments under the leadership of digital president Gavin Coombes, including Stuart Edwards as regional digital COO and Andrew Ryder as to oversee digital strategy in North Asia. In Japan the firm has upped its digital capabilities considerably, bringing in Geoff Dossor as digital CD and Masaki Gunnarson to lead digital, paid and analytics, joining a digital leadership team that also includes Kim Hoang in Southeast Asia, Kunal Arora in India, Janet Dai in China and Andy Lee in Korea.

Edelman APACMEA CEO David Brain believes the investments and restructuring will help his firm expand their "addressable market", beyond typical PR assignments into the kind of consumer and branding work that more often goes to ad agencies. Already, there are signs that this is happening, with digital driving growth across all local markets, Singapore and Korea in particular. There has also been eye-catching work for Asics Japan, Airbnb across China, APEC and Tata Tea Fusion.

GOOD IDEA (INDEPENDENT)

Finalist

A relatively new player in Asia, Good Idea was established in 2012 to connect brands with young consumers in China, primarily through social media. The firm not only promotes brands and products, it provides input around design to maximize popularity on social channels.

Revenues are up to 32m RMB as a result 30% YOY growth. This can be credited to clients like Coca-Cola, Dolby, iRobot, Lenovo, Baidu and Tencent among others. Like many firms in Asia, recruiting and retaining the brightest talent is among its top challenges that Good Idea tackles by providing partnership to its key employees. The firm is looking to grow in entertainment and media, including connecting celebrities with their fan communities via social media. Notable work includes CSR assignments for Coca-Cola, among others.

MSLGROUP (PUBLICIS GROUPE)

Finalist

MSL has had another truly impressive year in Asia—revenue up by 17 percent in 2015 and on track for equally impressive growth in 2016—and the firm's burgeoning digital capabilities have been at the heart of it, with digital revenue up by 35% last year. The agency's i3 methodology starts with insight (there has been a significant investment in data and analytics), proceeds

through integration (which means engaging consumers and other stakeholders through a wide range of digital and social content and non-traditional channels), and ends with impact.

The approach has helped to attract an impressive list of cutting edge, disruptive clients: Netflix, Uber, Airbnb, Alibaba Group, Tencent, WhatsApp, Xiaomi, Google. And it has spawned some terrific work, from IKEA's "Cook with Love" campaign in China, which generated a ton of filmed content to the social media sensation that accompanied the launch of Netflix in more than 40 Asia markets.

Under the leadership of Narendra Nag, the digital and social practice has continued to add talent. New hires include research veterans Aruna Hanidique and Irine Ling, who manage 3i Centers of Excellence in India and China respectively; Mark Liew, digital creative director in China; Ringo Yang, head of digital marketing, China; and Sei Naganuma, digital consultant in Japan.

The latest innovation is a new platform — Conversation2Commerce — that "harnesses the power of influence to drive brand lift and commerce." C2C draws upon the integration of paid, owned and shopper media to add scale, measurability and targeting to the firm's earned media coverage and helps turn conversations into commercial success.

TEXT100 (NEXT15)

Finalist

Text100's 35-year technology heritage has always ensured that it is more comfortable with digital than most. And Asia might well count as its most advanced digital region, thanks in part to the firm's deep roots in such markets as India, Australia, Southeast Asia and Greater China. The merger with sibling firm Bite Communications has also played a pivotal role in this regard, bringing in specialist capabilities in digital CRM, marketing and ecommerce, via a series of acquisitions made over the past decade.

Overall revenues grew 10% to \$18.3m in 2015, with half of Text100's revenues now coming from non-media relations work. In particular, the firm has invested considerable resources into hiring digital talent, from designers and developers to content marketers and data/SEO analysts. Each of the firm's offices now offers in-house digital capabilities, aided by global products such as content platform Newsroom, influence engagement tool One Touch Social and Content Plus, which helps boost editorial strategy and SEO.

Examples of Text100's digital capabilities comes from its strategic partnership with LinkedIn in Singapore; from innovative WeChat work for VMware China's R&D Centre; and, from numerous campaigns that have caught the attention of SABRE judges in recent years, for such clients as Lenovo and IBM. There has also been new business

from TVS India, William Grant & Sons, Netsuite, Fox International Networks, Pioneer, Bosch, Malaysian Aviation Commission, Meltwater, German Tourism Board, and the Internet of Things Group. Further investment in digital is expected, furthermore, following the arrival of Lee Nugent to oversee product development and transformation.

ZENO (DJE HOLDINGS)

Finalist

Since launching its Asia-Pacific operations in 2012, Zeno has grown steadily to reach around \$7.85m in fee income, with 120 staffers driving growth of 45% in its last fiscal year. Much of that growth can be attributed to a positioning that favours Zeno's digital marketing capabilities — Asia CEO John Kerr also doubling as the firm's global digital head — and a focus on digital storytelling and influencer engagement.

Zeno has always had a particular affinity for Asia's technology sector, with a client roster that includes Motorola, Intel, YouTube, Avanade, Lenovo and Baidu. But the firm's work across complex digital assignments is as relevant for its consumer clients, which now include Nestle, P&G and Nike. Singapore and Malaysia, in particular, are at the cutting-edge of this trend, featuring social media command centres, content remarketing skills and a broad range of digital and social talent.

The agency's digital work bears this all out. For Moto G's Gen 3 smartphone launch in India, the agency devised the integrated #MyMotoBFF campaign that involved social media, bloggers and video content — driving sales of 1m units and generating four trending hashtags. For Intel, meanwhile, the firm developed the company's regional digital hub in Singapore, with technology utilised to analyse web data across all platforms and translate these into actionable insights.

HEALTHCARE
PR CONSULTANCIES
OF THE YEAR:



FLEISHMANHILLARD (OMNICOM GROUP)

The ageing population in many Asian markets has led to a renewed focus on healthcare public relations among many of the major multinational agencies operating in the region, but there is nothing new about FleishmanHillard's emphasis on the sector, which has been a key component of its regional business since it expanded into Asia more than 20 years ago. Its capabilities have expanded from pharmaceutical marketing to include market access, regulatory and legislative issues, clinical trial work, and technical medical communications across the full lifecycle of products from drugs to devices.

The firm has strong healthcare teams in Bangkok, Beijing, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, New Delhi, Seoul, Shanghai, Singapore, Sydney, Tokyo, and also collaborates with other Omnicom-owned healthcare-focused agencies to deliver and even broader array of services across even more markets. More and more of that work involves engaging directly with consumers, as the look for information themselves rather than blindly following "doctor's orders," leading to increased demand for digital and social content.

Fleishman's healthcare business has grown by better than 50% over the past three years, and there are now more than 40 experts across the region, including Singapore-based Phyllis Cheng, whose past experience includes leading roles with the Hong Kong Cancer Fund and the Australia Cancer Patients Group. New in 2016 is Adam Weiss as senior healthcare consultant in Tokyo, joining from McCann Health.

Clients include Abbott CEVHAP (The Coalition to Eradicate Viral Hepatitis in Asia Pacific), GSK, Johnson & Johnson, Medtronic, Novartis, Otsuka Pharmaceutical, Philips, and the World Health Organisation, while new business came from Ayumi Pharmaceutical, Bayer, Becton Dickinson, and Ferring Pharmaceuticals.

COSMO PR (INDEPENDENT)

Finalist

Over the last 56 years, Cosmo has grown into one of Japan's leading strategic PR firms counseling both multinational and domestic companies on



how to communicate with audiences in Japan. The firm's remarkable longevity has proven to be competitive differentiator in a country where personal connections are invaluable to effective influence and engagement. Cosmo's vast and longstanding network includes the medical community, opinion leaders and government officials.

Having a deep understanding of the Japanese healthcare sector enabled the firm to help clients navigate changes, enacted last year, on the way healthcare is promoted in Japan. Cosmo's senior advisors provided invitation-only 'study sessions' to help clients stay up-to-date on the changes.

Headcount is approximately 40 full-time professionals and operating profit is up by 13% an impressive figure considering Japan's GDP growth rate was less than 1%. Last year, Cosmo also introduced a Woman's Health practice to the firm. Notable work includes partnering with MINI to expand brand awareness in Japan and acquire 'MINI-fans' for the release of its R60 Japan edition. The campaign spotlighted how young Japanese office workers don't use their paid holiday and included a consumer survey shared with the media. The firm's CEO Kumi Sato also authored of one of the country's best-selling leadership textbooks.

SPAG ASIA (INDEPENDENT)

Finalist

There are nice to problems to have, and among them, are growing 100% YOY and expanding into new markets (Singapore and the Middle East) while figuring out how to retain your organization's vision and culture. This is what SPAG Asia faced last year as it grew to \$2.15m and 25 employees.

The growth was fueled by new clients like AdvaMed, PhRMA (new mandate), Abbott, Novartis, Sanofi and Baxter that joined existing clients like Nestle, the Bill & Melinda Gates Foundation, GHS and Ikea Foundation. Founders Aman Gupta and Shivani Gupta built SPAG as a leader in healthcare and public affairs, but more recently, the firm has expanded into sports & entertainment with plans provide an integrated offering in this area within the next year.

Notable assignments include an integrated campaign for PFCD on shaping the future health of India and its citizens. (The work won the firm a SABRE Award South Asia.)

TECHNOLOGY PR CONSULTANCIES OF THE YEAR:

IN.FOM (INDEPENDENT)

Part of the new generation of Asian PR firms that launched around five years ago, In.Fom has benefited considerably from its leaders' mix of local market insight and big agency credibility. Managing partners Wong Voal Voal and Mike Liew both count impressive agency pedigrees with H+K and Burson-Marsteller, respectively, and have put that experience to good use by building a firm that has flourished amid the transformation of marketing and technology, helping it land Technology Consultancy of the Year honours last year. In addition to Wong and Liew, the firm also counts senior leadership from Xiuwen Lien, who heads its key Microsoft relationship.

Like many big agency veterans who launch their own firms, Wong and Liew have eschewed scale and bureaucracy for an approach that prizes quality, longevity and talent management. The model appears to be paying off; In.Fom now numbers 17 employees, and billings increased 35% in 2015 to US\$2.1m, with the firm expecting 25% expansion this year too. The firm's client roster demonstrates its ability to prevail over bigger rivals, including continued expansion of its regional mandates for Microsoft and Herbalife, along with new business (much of it multi-market) from UnionPay, Janssen, Nokia, Intralinks, Marina Bay Sands, Singtel and ST Engineering, all of which join a client roster that also features Intel and CA Technologies.

IN.FOM's work continues to stand out, helping the agency land fourth spot on last year's Global Creative Index. There was impressive thought leadership for Microsoft's Office 365, including



integrated work that surveyed 13 Asian markets on how digital is disrupting the world of work.

COHN & WOLFE (WPP) Finalist

In the US, Cohn & Wolfe is best known for its work in the consumer and healthcare spaces (though its technology capabilities are far from unimpressive). In Asia, however, technology has always been at least an equal partner to those two, and two events over the past 18 months—the appointment of Lyle Closs from C&W technology subsidiary AxiCom as chief operating officer for the region and the acquisition of India's Six Degrees—suggest that tech has an even more exciting role to play in Asia going forward.

The past year has seen a significant expansion of the firm's work with Dell, which now spans multiple markets including Hong Kong, Malaysia, Philippines and Thailand, as well as a digital programme that covers all of South-East Asia, as well as new business from InterCall, Aliyun (Alibaba cloud services), Audio Technica, and IPSwitch, while the acquisition of Six Degrees and its Alphabet Consulting content creation and integrated marketing subsidiary resulted in the addition of Google and Intel as well as digital mandates for RSA Security, Tengi and Volkswagen.

The firm's work for Google in India—creating the "Google House" to showcase the

company's latest innovations—attracted more than 300 journalists and bloggers and helped demonstrate how Google products were being tailored to a "mobile first" market such as India. For Dell, meanwhile, C&W has crafted a comprehensive regional communications strategy designed to establish the company as an end-to-end solutions vendor, moving away from its PC roots.

The firm has also added talent. In addition to Closs, who took up his new role in January of 2015, it brought in Rishi Seth and Zach James in India and Diana Pong and Winky Moon in Hong Kong—individuals with an average of 15 years in the sector, creating one of the most experienced tech teams in the region.

PRECIOUS (INDEPENDENT)

Finalist

It's not uncommon for PR practitioners to refer to themselves as business consultants first, meaning their communications counsel maps back to business objectives. But in the case of PRecious, the firm takes its role as business consultants so seriously that it will, on occasion, even recommend a company doesn't engage a PR firm at all.pr

The firm started in 2012 as a oneperson shop and has since built a regional footprint with more than 20 people offering services ranging from traditional PR to digital across B2B, B2C, corporate with a specialization in startup PR. The firm's name, PRecious, refers to reputations.

Like any service operation, PRecious is grappling with scale amid rapid growth. Headcount is more than 25 with fee income up 80% YOY. Key clients include: Citibank, Intel Security, Software AG, F5 Networks, among others including many new additions. Lars Voedisch leads the firm bringing with him more than 15 years of corporate affairs experience. Notable work includes launching Web Fraud Prevention solutions for F5, which included a range of content across blogs, bylined articles, technical press releases and interviews to grow awareness.

SLING & STONE (INDEPENDENT)

Finalist

Sling & Stone has bottled the ethos of challengers, disrupters and entrepreneurs and molded this into a refreshing PR approach. Their formula calls for beautiful work, curiosity, hustle and the blend of art and science. Given its emphasis on culture, the Sydney-based firm has made it a point to be transparent about its inner workings and overall culture. The goal, ultimately, is to attract prospects looking "to do the best work of their careers."

In the financial year ending June 30, revenues are up 64% as the six-year-old agency grows into a midsize firm with multimillion-

dollar revenues and 25 people. Key clients include Autodesk, Xero, Koala and MailGuard among others. The firm boasts that 37 out of its 39 retained clients were secured via referrals, word-ofmouth or other inbound leads. And part of retaining its culture is saying no — in fact, Sling & Stone have passed on 72 prospects this year so far.

The work includes a campaign for Xero that yielded 471 pieces of coverage in six months and garnering more than 500 media features for DesignCrowd's Guerilla Design campaign (the work also resulted in increased web metrics for the client).

TEXT100 (NEXT15)

Finalist

Text100's 35-year technology heritage has always given it an edge on many of its rivals, particularly as technology continues to disrupt industries and economies and play a more central role in all of our lives. That attitude is readily apparent in Asia, where the firm's deep roots in such markets as India, Australia, Southeast Asia and Greater China have ensured that it is among the biggest technology players in the region. The merger with sibling firm Bite Communications has also played a pivotal role in this regard, bringing in specialist capabilities in digital CRM, marketing and ecommerce, via a series of acquisitions made over the past decade.

Overall revenues grew 10% to \$18.3m in 2015, with profits up 52% to \$3.6m, and headcount up to 322 across the region. Of note, 50% of the firm's revenue now comes from non-media relations work, and 48% from non-technology work, but all of it reflects the way that technology now infuses many aspects of corporate, B2B and consumer PR. Key technology clients include Lenovo, IBM, DHL, Telenor, Swift and Snapdeal, with new business over the past 12 months from TVS India, William Grant & Sons, Netsuite, Fox International Networks, Pioneer, Bosch, Malaysian Aviation Commission, Meltwater, German Tourism Board, and the Internet of Things Group.

In particular, the firm has invested considerable resources into talent and training, ensuring there are in-house digital capabilities in each of its offices, aided by global products such as content platform Newsroom, influence engagement tool One Touch Social and Content Plus, which helps boost editorial strategy and SEO.

And there is plenty of innovative work. 'The Day of STEM' saw Text100 work with Australian government agencies to promote the uptake of much-needed STEM (Science, Technology, Engineering, and Mathematics) skills amongst young Australians, while an eye-catching WeChat campaign for VMware China's R&D Centre drove stellar results.

NEW PR CONSULTANCIES OF THE YEAR:



W COMMUNICATIONS

Fast-growing UK consumer PR firm W Communications launched its Asian operation in Singapore last year, in a bid to bring its disruptive mentality — based around the concept of 'creative commerce — to clients in the region. Founder and CEO Warren Johnson is considered one the UK PR industry's premier dealmakers, with aspirations that are increasingly global.

The early returns, under MD Annabel Fox, are good, with W demonstrating that it has been able to persuade clients to invest in creativity and strategy, rather than just commoditised media relations. So far, W has grown to a team of eight working across 16 clients, with particularly strength in F&B, lifestyle and technologv. The client roster includes MEATliquor, AppNexus, Ce La Vi, Foodpanda, Orwell & Co, Whittaker's, Prudential Eye Awards and Princess Yachts. All of which explains why W has exceeded its year one target by 150% and is eyeing further expansion into Bangkok and Bali.

INFLUENCE MATTERS

Finalist

The Beijing-based Influence Matters was founded in April 2015 by Simon Vericel — a PR specialist who spent 10 years with Racepoint and Hill + Knowlton. His vision was to create a responsive, cross-border agency for startups and SMBs, while also curtailing the the long days that have become common practice in the Chinese PR industry.

Building an agency without any established case studies to lean on has been a particular challenge. Yet between May 2015 and June 2016, the firm signed 17 clients (15 tech, two lifestyle/F&B) including competitive bids involving larger rivals. The firm is also taking an unconventional approach to to recruiting, seeking out bilingual talent from backgrounds other than communications.

The firm reached profitability nine months after its founding in February of this year. Now it's up to five full-time staffers (plus freelancers, when needed) and revenue YTD is 300% higher than all of 2015. Clients include: Glispa Global Group, Immersion Corporation, Swiss Global Enterprise and Mackevision, among others.

Notable campaigns include its working with the French government to maximize the publicity around La French Tech's AR and VR programs at GMIC, China's largest mobile internet conference and working with the Singapore-based EnchantVC for a media relations at CES Asia.

POEM

Finalist

Poem founders Rob Lowe and Matt Holmes bring top-notch agency pedigree to their 15-month-old venture, having established themselves as two of Australia's top PR industry executives. Lowe previously founded Eleven PR, while Holmes worked at One Green Bean. Together, the duo has positioned Poem as a 'more human' agency, using a collaborative approach to drive creative cultural work across paid, owned and earned media (hence, the Poem acronym).

The agency has grown to six staffers and A\$600k in fees, and is expecting to double to around \$1.3m during its current financial year. That adds up to an impressive launch, bolstered by such clients as Google Play, Cartoon Network, Annabel Karmel, Luke Mangan Group. Expedia and Icebreaker. For many of these clients, Poem undertakes an impressively broad range of work, include creative ideation, publicity, content creation and social strategy, supported by specialist talent and contractors.

As you might expect, the work has been eye-catching, led by the Icebreaker #LiveWild campaign that used a smart experiential idea to build advocacy around compelling video content, ultimately resulting in the a highly successful store launch.



THE 2016 BEST AGENCIES TO WORK FOR ASIA-PACIFIC

Already well established in North America and EMEA, the Holmes Report's Best Agencies to Work For research took place for the first time in 2016 in Asia-Pacific, via a comprehensive survey of agency employees, at around 25 consultancies throughout the region.

Being selected as a Best Agency to Work For by the Holmes Report is considered the ultimate benchmark of PR firm culture and workplace performance, in an industry whose primary asset remains its people.

The three 2016 Asia-Pacific Best Agencies to Work For Winners received their awards at the SABRE Awards dinner BEST ASIA-PACIFIC
NETWORK TO WORK FOR

TEXT100

Honorable mentions: Cohn & Wolfe, Lewis, Zeno

BEST ASIA-PACIFIC NATIONAL AGENCY TO WORK FOR

AVIAN MEDIA

Honorable mentions: N2N Communications (Australia), Red Bridge (China), Sunny Side Up (Japan).

BEST ASIA-PACIFIC SPECIALIST AGENCY TO WORK FOR

SLING & STONE

Honorable mentions: Rice Communications, SPAG Asia, Cosmo PR



The 2016 North America SABRE Awards winners were selected from among more than 2,000 entries in this year's competition, which recognizes Superior Achievement in Branding, Reputation and Engagement. The campaigns were evaluated by a jury of more than 40 industry leaders.

Winners were honoured at the SABRE Awards dinner on May 3 at Cipriani 42nd Street in New York.

PLATINUM SABRES



BEST IN SHOW

#OPTOUTSIDE

REI with Edelman

DIAMOND SABRES



COMPANY OF THE YEAR

T-MOBILE WINS WITH UN-CARRIER APPROACH

T-Mobile with Porter Novelli

BRAND-BUILDING

FOOD AS IT SHOULD BE

Panera Bread with Taylor

REPUTATION MANAGEMENT

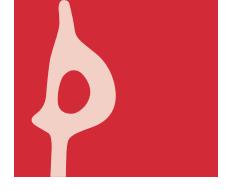
PHILIPS INNOVATION + YOU & TOGORUN

Philips with TogoRun

RESEARCH AND PLANNING

#SPEAKBEAUTIFUL

Dove / Unilever with Edelman



MEASUREMENT AND EVALUATION

#IBELIEVEYOU

Association of Alberta Sexual Assault Services with Cause & Effect Marketing with Infinity Communications

GOLD SABRES



Practice Areas

BUSINESS-TO-BUSINESS

DELIVERING SALES FOR PEAPOD

Peapod.com with 360 Public Relations

CONSUMER MARKETING (EXISTING PRODUCT)

PEDIALYTE "SEE THE LYTE"

Abbott's Pedialyte with MSLGROUP

CONSUMER MARKETING (NEW PRODUCT)

MCDONALD'S ALL DAY BREAKFAST

McDonald's with Golin

INTEGRATED MARKETING

ARBY'S LAST LAUGH WITH JON STEWART

Arby's Restaurant Group with Edelman

INSTITUTIONAL IMAGE

CHANGING THE LEGACY OF DISCONTENT

United Airlines with Edelman

EMPLOYEE COMMUNICATIONS

BETTER TOGETHER

Elanco Animal Health with FleishmanHillard

EMPLOYER BRANDING

VODAFONE GLOBAL MATERNITY LEAVE POLICY

Vodafone with Text100

EXECUTIVE I FADERSHIP

THE FACE OF THE CRUISE INDUSTRY

Carnival Corporation with LDWWgroup

FINANCIAL COMMUNICATIONS

SABMILLER / AB INBEV M&A

SABMiller with Finsbury

CAUSE-RELATED MARKETING

NEGRONI WEEK DELIVERS SWEET SUCCESS

Campari with M Booth

COMMUNITY RELATIONS

JETBLUE'S SOAR WITH READING

JetBlue with MullenLowe U.S.

CORPORATE SOCIAL RESPONSIBILITY

MICHELIN PUTS AIR IN TEENS' TIRE AWARENESS

Michelin with Ketchum

PUBLIC EDUCATION

ANCHOR IT! SECURE FURNITURE AND TVS

The U.S. Consumer Product Safety Commission with Finn Partners

CRISIS MANAGEMENT

BONUS S

ScottsMiracle-Gro with Zeno Group

ISSUES MANAGEMENT

BAYER BEE CARE PROGRAM

Bayer, Crop Science Division with Porter Novelli, Mastermind Marketing and BBDO

PUBLIC AFFAIRS

THE CAMPAIGN TO RENEW THE 9/11 HEALTH BILL

FealGood Foundation with Global Strategy Group

CORPORATE MEDIA RELATIONS

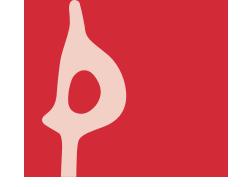
REI #OPTOUTSIDE

REI with Edelman

PRODUCT MEDIA RELATIONS

HAMPTON BY HILTON UNCOVERS AND INSPIRES A NEW TYPE OF TRAVELER

Hampton by Hilton with rbb Communications



PRODUCT MEDIA RELATIONS

BACK TO BOURGOGNE

Burgundy Wine Board with Sopexa USA

DIGITAL CAMPAIGN

BEREMEMBERED.COM

Aurora Casket Company with K2 Digital

SOCIAL MEDIA/SOCIAL NETWORKING CAMPAIGN

STRAIGHT OUTTA COMPTON

Universal Pictures with H+M Communications

BLOGGER OUTREACH

ENGAGING BLOGGERS TO EMPOWER RHEUMATOID ARTHRITIS PATIENTS

Janssen, a pharmaceutical company of Johnson & Johnson, with Tonic Life Communications

BRANDED JOURNALISM

WRANGLING MULTIMEDIA CONTENT FOR THE WESTERN LIFESTYLE

Wrangler Network with French/West/Vaughan

WORD OF MOUTH

MCDONALD'S ALL DAY BREAKFAST

McDonald's with Golin

GUERRILLA MARKETING

HOT OCTOPUSS PRESENTS GUYFI

Hot Octopuss with Manifest NYC

PUBLICITY STUNT

MARSHAWN LYNCH'S PRESS CONFERENCE

Skittles with Olson Engage

SPECIAL EVENT

MALTS OF LEGEND

John Dewar & Sons with Nike Communications

SPONSORSHIP

HUMANA SENIOR SKIP DAY

Humana with Golin

TRADE SHOW

ANSELL INTRODUCES NEW ERGONOMIC GLOVE

Ansell with Fahlgren Mortine

MARKETING TO MEN

GAME OVER, GAME ON

GODIVA Chocolatier with M Booth

MARKETING TO WOMEN

THE SISTERHOOD OF MOTHERHOOD

Abbott's Similac with MSLGROUP

MARKETING TO YOUTH

LEFT SWIPE DAT

Truth Initiative with Ketchum

MULTICULTURAL MARKETING

DOVE HAIR LOVE YOUR CURLS

Unilever – Dove with Edelman

Industry Sectors

AUTOMOTIVE

TOYOTA: SHARE THE JOURNEY

Toyota with Golin

FASION AND BEAUTY

PANTONE COLOR OF THE YEAR 2016

Pantone with Kwittken

FOOD AND BEVERAGE

CHOBANI FLIP: THE BREAK YOU MAKE

Chobani with Weber Shandwick

HOME AND FURNITURE

EVOLVING THE KAUFMANN MERCANTILE BRAND

Kaufmann Mercantile with 360 Public Relations

CONSUMER PRODUCTS

AMERICAN GREETINGS BRINGS GRATITUDE TO A RUDE WORLD

American Greetings with Mullen Lowe U.S.

ENTERTAINMENT

ELEAGUE

WME | IMG

FINANCIAL SERVICES

H&R BLOCK TAKES THE STICKER SHOCK OUT OF THE ACA

H&R Block with Ketchum

FOOD SERVICE

RED ROBIN TRIES TO ROPE IN THE POPE FOR LENT PROMOTION

Red Robin Gourmet Burgers with Coyne Public Relations

RETAILERS

REI #OPTOUTSIDE

REI with Edelman

TRAVEL AND TOURISM

FLYWHEEL DOMINATES TAXI-HAILING APP COMPETITION

Flywheel with VSC

ENERGY AND NATURAL RESOURCES

TRANSFORMER FIRE RESPONSE AT INDIAN POINT

Entergy Wholesale Commodities with Burson-Marsteller

CHEMICALS AND INDUSTRIALS

THE GENERAL ELECTRIC CONTENT ECOSYSTEM

General Electric with Group SIR

PROFESSIONAL SERVICE FIRMS

REINVENTING PERFORMANCE MANAGEMENT

Deloitte with Deloitte-National Office

REAL ESTATE AND CONSTRUCTION

FINDING HOMES FOR HOME'S BEST FRIEND

Coldwell Banker Real Estate with CooperKatz & Company

TRANSPORTATION AND LOGISTICS

HERE MARKS THE SPOT

HERE with Cohn & Wolfe

CONSUMER ELECTRONICS

THE SAMSUNG 4K VIDEO PROJECT

Samsung with Allison+Partners

TECHNOLOGY: HARDWARE

THE IDEA ECONOMY

Hewlett Packard Enterprise with Interfuse Communications

TECHNOLOGY: SOFTWARE AND SERVICES

FROM LAUNCH TO COMPANY OF THE YEAR

Slack with Rsquared Communication

TELECOMMUNICATIONS

LAUNCHING THE WORLD'S FIRST SHATTERPROOF SMARTPHONE DISPLAY WITH THE #SHORTESTPRESS

Motorola Mobility with Weber Shandwick

WFB-BASED BUSINESS

SETTING THE STAGE FOR EBAY'S NEXT CHAPTER

eBay with Edelman

ANIMAL CARE

ANIMAL FARM FOUNDATION DISARMS "PIT BULL" DOG OWNER STEREOTYPES

Animal Farm Foundation with Coyne Public Relations

CONSUMER HEALTH

BAUSCH + LOMB UPGRADES TECH EYES AT SXSW

BAUSCH + LOMB with Zeno Group

HEALTHCARE PROVIDERS

LET DOCTORS BE DOCTORS

athenahealth with ReviveHealth

HEALTHCARE PROVIDERS

LET DOCTORS BE DOCTORS

athenahealth with ReviveHealth

MEDICAL TECHNOLOGY

LET'S LAUGH ABOUT SEX

We-Vibe with M Booth

PHARMACEUTICAL: RX

VOICES OF MENINGITIS

Sanofi Pasteur with Biosector 2

ASSOCIATIONS

UNBROKEN HEARTS

The Society for Cardiovascular Angiography and Interventions with Weber Shandwick

EDUCATIONAL AND CULTURAL INSTITUTIONS

STRAYER SUCCESS PROJECT

Strayer University with Ogilvy Public Relations

GOVERNMENT AGENCIES

PLANNING THE FUTURE OF TERMINAL 1 AT SAN

San Diego International Airport with Porter Novelli

NOT-FOR-PROFIT ORGANIZATIONS

BRACELETS FOR PRESS FREEDOM

Press Uncuffed with RoseComm

GLOBAL CAMPAIGN

IMLOVINIT24

McDonald's Corporation with Ruder Finn

MULTIMARKET CAMPAIGN

WINDOWS DEVICES WORLD TOUR

Microsoft with WE Communications

CANADIAN CAMPAIGN

#YORKDALEFASHIONSANTA

Yorkdale Shopping Centre with Media Profile

SILVER SABRES



PR AGENCY EMPLOYEE PROGRAM

WORK-LIFE BLEND WITH H+K OUTSIDE KIDS

Hill+Knowlton Strategies

PR AGENCY CITIZENSHIP

INNOVATIVE PROGRAM REWARDS KINDNESS

Coyne Public Relations

PR AGENCY MARKETING

FUTURE OF RETAIL 2015 DATA STUDY

Walker Sands Communications

THOUGHT I FADERSHIP IN PR

THE ON-DEMAND ECONOMY SURVEY

Burson-Marsteller





The In2 SABRE Award finalists were selected from nearly 400 entries across all categories by a jury of in-house and agency PR leaders. More than 200 PR professionals attended the gala held at the Park Central Hotel in San Francisco.

NORTH AMERICA

BEST IN SHOW TOP 5

#1

MARSHAWN LYNCH'S PRESS CONFERENCE Skittles with Olson Engage

#2

THE MOST BEAUTIFUL HARVEST Ocean Spray Cranberries with Weber Shandwick

#3

BEYOND THE DRIVING TEST Michelin with Ketchum

#4

GUNS WITH HISTORY

States United To Prevent Gun Violence with Grey New York

#5

LET'S LAUGH ABOUT SEX We-Vibe with M Booth

EXPERIMENTAL MARKETING



LIVE EVENTS

FITBIT IPO

FitBit

DIGITAL PROMOS AND ACTIVATIONS

HELPING GODIVA WIN VALENTINE'S DAY WITH A MALE-FOCUSED PLAYBOOK

GODIVA with M Booth

SPONSORSHIPS

LET'S LAUGH ABOUT SEX

We-Vibe with M Booth

TRADE SHOWS AND AWARDS

AVERY DENNISON VIRTUAL TRADE SHOW MAKES BIG IMPACT

Avery Dennison Label and Packaging Materials with Fahlgren Mortine

EARNED MEDIA



PRINT/DIGITAL MEDIA

USATODAY.COM FEATURE DELIVERS BIG FOR ONLINE GROCER

Peapod with 360 PR



BROADCAST MEDIA (EARNED)

PIN A MEAL. GIVE A MEAL: TURNING A MISSION INTO A MOVEMENT

Land O'Lakes with Exponent

NON-JOURNALIST INFLUENCERS + COMMUNITIES

STRAIGHT OUTTA COMPTON: THE NWA STORY

Universal Pictures with H+M Communications

CREATION OF PERSUASIVE CONTENT

GUNS WITH HISTORY

States United To Prevent Gun Violence with Grey New York

CONTENT CREATION FOR MEDIA SITES

MARSHAWN LYNCH'S PRESS CONFERENCE

Skittles with Olson Engage

SPONSORED AND PAID MEDIA



SPONSORED CONTENT/NATIVE ADVERTISING

PIRATE'S BOOTY SETS SAIL ON "THE RACHAEL RAY SHOW"

Pirate's Booty with Havas PR

INFLUENCER ENDORSEMENTS AND PRODUCT PLACEMENT

MARSHAWN LYNCH'S PRESS CONFERENCE

Skittles with Olson Engage

MEDIA PARTNERSHIP

WELCOME TO CO.LLABORATE DETROIT

Microsoft with Cohn & Wolfe

SOCIAL GOOD + PUBLIC SERVICE

THE HEALTHY MOUTH MOVEMENT

Aspen Dental with Ketchum

ONLINE ADVERTISING

WE CONNECT THE WORLD

Airlines for America with Subject Matter

AGENCY SPOTLIGHT



BEST AGENCY

BLOG/EDITORIAL PLATFORM

"THE GASTRONOMICAL WE: WHAT OUR FOOD SAYS ABOUT OUR CULTURE"

Havas PR North America

BEST LIVE EVENT — AGENCY

SXW20 EVENTS

W20 Group

BEST AGENCY WEBSITE PRAYTELL

SOCIAL MEDIA AND COMMUNITY MANAGEMENT



BEST USE OF FACEBOOK

ALLSTATE'S RIDE FOR AWARENESS

Allstate with Taylor

BEST USE OF TWITTER

VOLVO INTERCEPTION

Volvo with Grey Activation & PR

BEST USE OF LINKEDIN

FROM SCRATCHING THE SURFACE TO SETTING THE STANDARD

ZixCorp with The Hoffman Agency

BEST USE OF TUMBLR, VINE, PINTEREST, SNAPCHAT OR INSTAGRAM

HACK IN BLACK

Activision with Edelman & AKQA

BEST USE OF BLOGGING

ENDICIA BLOG PROVES IF YOU TELL THE "RIGHT" STORIES, READERS WILL COME

Endicia with The Hoffman Agency

SOCIAL MEDIA COLLECTIVE

#GIVINGTUESDAY

92nd Street Y and the United Nations Foundation with Havas PR North America

CROWD-SOURCING, CO-CREATING

LOGITECH PX57

Logitech with Praytell

REAL-TIME ENGAGEMENT

GROWING THE POPE'S FLOCK

United States Conference of Catholic Bishops with Golin

GAMIFICATION

120 WAYS NY IS WILD

Wildlife Conservation Society with Edelman Digital

MEME

BREAKING BUILDS

Cloud Bees with PAN Communications

BRAND CONTENT AND CREATIVITY



BRANDED NARRATIVES

TABASCO BRAND VIDEO SERIES

McIlhenny Company with Hunter Public Relations

BRAND DIGITAL PLATFORMS — TECHNICAL

KAYAK 2015 TRAVEL HACKER GUIDE

KAYAK with Text100

II I USTRATIONS AND PHOTOGRAPHY

SAMSUNG FORCES OF FASHION LOOKBOOK

Samsung with DeVries Global

DIGITAL VIDEO

BEYOND THE DRIVING TEST

Michelin with Ketchum

ANIMATION VIDEO

REACHING MOMS IN A FUN AND CREATIVE WAY

Kimberly Clark with Ogilvy Public Relations

IDENTITY/BRANDING

BLUE MOON'S ARTFULLY CRAFTED ANNIVERSARY

Blue Moon with Olson Engage

TAL NEWSROOMS

GENENTECH'S NEWSROOM RAISES BAR AT ASCO, AGAIN

Genentech with Weber Shandwick and FleishmanHillard

ANALYTICS + INSIGHTS



SEO/CONTENT DISTRIBUTION

ENDICIA STRIVES TO DEFEND ITS CROWN

Endicia with The Hoffman Agency

USE OF SOCIAL MEDIA OR ANALYTICS FOR AUDIENCE INSIGHTS OR INFLUENCER TARGETING

NOTHING CAN BE PERFECT—CRYSTAL GEYSER

Tejava with W2O Group

ORIGINAL/COMMISSIONED RESEARCH

DELL COMMISSIONS GLOBAL SCORECARD TO EMPOWER WOMEN ENTREPRENEURS

Dell with PPR Worldwide

MEASUREMENT, POST-CAMPAIGN ANALYSIS

CONNECTING CONTENT TO KPIS

Mozilla Firefox with Ogilvy Public Relations

MARKETING TECHNOLOGY

THE CONTENT CAPSULE

NextWorks

NEW TO MARKET



NEW COMPANY TO MARKET

BRINGING NEW LIGHT TO PHOTOGRAPHY

Light with Inner Circle Labs

NEW PRODUCT

CRAFTED

Häagen Dazs with Interfuse/Ketchum Sports & Entertainment

SPECIAL CAMPAIGNS



BEST USE OF INNOVATIVE CHANNELS-CORPORATE/B2B

FORGING 'ONE' JOHNSON CONTROLS

Johnson Controls with Ketchum

BEST USE OF INNOVATIVE CHANNELS-CONSUMER

H&R BLOCK TAKES THE STICKER SHOCK OUT OF THE ACA

H&R Block with Ketchum

BEST USE OF INNOVATIVE CHANNELS-FINANCIAL SERVICES

JOHN HANCOCK WITH VITALITY LAUNCH

John Hancock with Weber Shandwick

BEST USE OF INNOVATIVE CHANNELS-HEALTHCARE

DIGNITY HEALTH TURNS A SPONSORSHIP INTO A KINDNESS MOVEMENT

Dignity Health with Allison+Partners

BEST USE OF INNOVATIVE CHANNELS-NONPROFIT

LIGHTS... CAMERA... INCLUSION

Special Olympics International with Burson-Marsteller

BEST USE OF INNOVATIVE CHANNELS-INTERNAL COMMUNICATIONS

FORGING "ONE" JOHNSON CONTROLS

Johnson Controls with Ketchum

BEST USE OF INNOVATIVE CHANNELS-GOVERNMENT/PUBLIC AFFAIRS

WHAT IS BRAIN HEALTH

HHS Administration for Community Living with Ogilvy Public Relations

INNOVATION EXCELLENCE



MOST INNOVATIVE AGENCY INITIATIVE WORK-LIFE BLEND WITH H+K OUTSIDE

Hill+Knowlton Strategies

MOST INNOVATIVE BRAND/AGENCY COLLABORATION

THE MOST BEAUTIFUL HARVEST

Ocean Spray Cranberries with Weber Shandwick

BUSINESS VALUE AWARD



DRIVING BUSINESS VALUE THROUGH SOCIAL MEDIA

Autodesk with WCG



A winning campaign strategy needs winning moves.





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Awards winners were
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which recognizes
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Branding, Reputation and
Engagement. The campaigns
were evaluated by a jury
of more than 40
industry leaders.

Winners were unveiled at our annual awards dinner, held at Station-Berlin on May 25.

PLATINUM SABRES



BEST IN SHOW

FOLLOW FELIX

Nestlé Purina Petcare with Weber Shandwick

DIAMOND SABRES



COMPANY OF THE YEAR

ONE YEAR OF BUILDING THE LEADING DIGITAL TELCO Telefónica Germany GmbH & Co. OHG

CEO OF THE YEAR

RONAN DUNNE: MAKING O2 IMPOSSIBLE TO IGNORE O2 with Blue Rubicon

BRAND BUILDING

MISSING TYPE

NHS Blood and Transplant with MHP Communications



RESEARCH AND PLANNING

SWING THE VOTE. UNITY AND VINSPIRED

vInspired with Unity

MEASUREMENT AND EVALUATION

QUIT THE USE OF "SNUS"

The Norwegian Directorate of Health with Burson-Marsteller Oslo

GOLD SABRES



Geographic Areas

AFRICA

ESKI - WHEN INTANGIBLE CULTURAL HERITAGE RECONNECTS A BRAND WITH ITS AUDIENCE

Phoenix Bev with Blast Communications

BALKANS

VOCATIONAL ROMANIA

OMV Petrom with GMP PR, Graffiti PR, Graffiti BBDO, Webstyler

BAI TIC

#SAVEBOOKS

Polish Chamber of Books with Hill+Knowlton Strategies

BENELUX

#CALLBRUSSELS - THANKS FOR CALLING

Visit.Brussels with Whyte Corporate Affairs

DACH

THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT

Fashion Revolution with Ketchum Pleon

EASTERN EUROPE

STONE HEART - REMOVAL OF ENVIRONMENTAL BURDEN

A.S.A. Slovakia with Dynamic Relations 2000 s.r.o.

FRANCE

THE MARATHON WALKER

Water for Africa with Ogilvy Public Relations Paris

IBFRIA

A WAY TO EXPLAIN THE STATE BUDGET THAT EVEN KIDS CAN UNDERSTAND

Deloitte Portugal with ATREVIA PORTUGAL

MEDITERRANEAN

"SAVE THE SQUIRREL"

Nestlé – Nescafé with Weber Shandwick

MIDDLE EAST

COCA-COLA: RAMADAN DARK IFTAR

Coca-Cola with Memac Ogilvy Public Relations

NORDICS

WHILE WE'RE WAITING FOR IKEA

IKEA Norway with Trigger

RUSSIA AND THE CIS

NIVEA NEW RINKS: BIG DIFFERENCE FOR SMALL COMMUNITIES

Nivea with Elefante

TURKEY

WOMEN FIRST

Vodafone Turkey

UNITED KINGDOM (LESS THAN 50K)

ENGLISH HERITAGE — KIDS' TAKEOVER

English Heritage with Kaper

UNITED KINGDOM (50-100K)

MISSING TYPE

NHS Blood and Transplant with MHP Communications

UNITED KINGDOM (50-100K)

MISSING TYPE

NHS Blood and Transplant with MHP Communications

MUITICOUNTRY CAMPAIGN

DOMINATING DIGITALISATION

Siemens with Golin



PAN-EUROPEAN CAMPAIGN

LIVING THE DREAM SCHOLARSHIP

Uniplaces with Manifest London

GLOBAL CAMPAIGN

THE PHILIPS BREATHLESS CHOIR

Philips with FleishmanHillard, as part of OneVoice Connect, a consortium of Omnicom agencies and Ogilvy & Mather, London

Practice Areas

BUSINESS-TO-BUSINESS

THE WORLD'S FIRST UNIVERSAL LED TUBE: THE ONETLED

Momentum Capital and Seaborough Research BV with Weber Shandwick

CONSUMER MARKETING (EXISTING PRODUCT)

IKEA'S BREAKFAST IN BED CAFÉ

IKEA with Hope&Glory

CONSUMER MARKETING (NEW PRODUCT)

RUSSIAN PREMIERE OF A MUST-HAVE GADGET IXO V

Bosch Green with Comunica

INTEGRATED MARKETING

MESSY ADVENTURES

Persil (Unilever) with Golin

INSTITUTIONAL IMAGE

THE ROYAL MINT'S £1.1M EFFIGY

The Royal Mint with Hope&Glory

EMPLOYEE COMMUNICATIONS

WHAT MOVES YOU

BMW Group with MSLGROUP

EMPLOYER BRANDING

CHANGING THE GAME IN THE WORLD OF EMPLOYER MARKETING

EY "Ernst & Young" with MSLGROUP

EXECUTIVE COMMUNICATIONS

WHEN WEATHER MEETS ECONOMICS – A UK FIRST

The Weather Channel with MWWPR

FINANCIAL COMMUNICATIONS

SABMILLER / AB INBEV M&A COMMUNICATIONS SUPPORT

SABMiller with Finsbury

CAUSE-RELATED MARKETING

TROLL FIGHTERS

Kari Traa with Trigger AS

COMMUNITY RELATIONS

SPARK SOMETHING GOOD BY UNITY FOR M&S

Marks & Spencer with Unity

CORPORATE SOCIAL RESPONSIBILITY

ACQUA FOR LIFE

Giorgio Armani with SalterbaxterMSL

PUBLIC EDUCATION

THE BETTER DAY EXPERIMENT

Norwegian Automobile Association with Trigger

CRISIS MANAGEMENT

INSURING THE SAFETY OF HOSTAGES

Transoceanic Development with LDWWgroup

ISSUES MANAGEMENT

BREASTFEEDING AT MCDONALD'S

McDonald's Hungary with Noguchi Porter Novelli

PUBLIC AFFAIRS

SWISS DIRECT DEMOCRACY MEETS DIGITAL CAMPAIGNING

SSRM Swiss Society for Reproductive Medicine with Farner Consulting AG

CORPORATE MEDIA RELATIONS

FACEBOOK: THE CONVERSATIONAL ELECTION

Facebook UK & Ireland with Blue Rubicon

PRODUCT MEDIA RELATIONS (CONSUMER MEDIA)

DOMINATING THE HEADLINES WITH FIFTY SHADES OF GREY

B&Q with Good Relations

PRODUCT MEDIA RELATIONS (TRADE MEDIA)

CREATING A GLOBAL BARTENDER COMMUNITY AROUND TRUE RUM

WIRSPA with apple tree communications

DIGITAL CAMPAIGN

FOLLOW FELIX

Nestlé Purina Petcare with Weber Shandwick

SOCIAL MEDIA/SOCIAL NETWORKING CAMPAIGN

#BEACTIVE - EUROPEAN WEEK OF SPORT

European Commission with Burson-Marsteller

BLOGGER OUTREACH

ENERGIZER

Cirkle

GUERILLA MARKETING

DISGUISED BANNER

UNICEF with Daniel J Edelman LTD

PUBLICITY STUNT

AIRBNB FLOATING HOUSE

Airbnb with Hope&Glory

SPECIAL EVENT

WORLD PREMIERE OF THE FREIGHTLINER INSPIRATION TRUCK

Daimler AG with Oliver Schrott Kommunikation GmbH

SPONSORSHIP

THE HEARTBEAT OF THE FANS

Opel, Feyenoord, Hartstichting (Dutch Heart Foundation) with Bijl PR

TRADE SHOW

THE BERLIN LAUNCH

Lenovo with Text100 and Zibrant

MARKETING TO MEN

DON'T DRINK AND DIVE

Trygg-Hansa with Prime Public Relations i Sverige AB

MARKETING TO WOMEN

THIS GIRL CAN

Sport England with Blue Rubicon

MARKETING TO YOUTH

#MECSAYSHITOJUNIMEA

McDonald's Romania with Tribal Worldwide Romania

MULTICULTURAL MARKETING

BUNTE SCHWEIZ

Swiss Federal Commission Against Racism with Farner Consulting AG

Industry Areas

AUTOMOTIVE

EMOTIONAL DRIVING

Gonvarri Steel Services with LLORENTE & CUENCA

FASHION AND BEAUTY

BLIND BEAUTY

Dove with Daniel | Edelman LTD

FOOD AND BEVERAGE

WE CAN DO IT HERE

Nescafe with Hill+Knowlton Strategies

HOME AND FURNITURE

DONATE YOUR PEE

Domestos with The Do Agency

ENTERTAINMENT

#GIVBLODFORBLOODBORNE - LAUNCH OF PS4
GAME BLOODBORNE IN DENMARK

Sony PlayStation Denmark with Holm Kommunikation



FINANCIAL SERVICES

SELFIE PAY

MasterCard with Ketchum

FOOD SERVICE

#SMILEAFTERSMILE FOR 20 YEARS

McDonald's Romania with MSLGROUP The Practice

RETAILERS

DISRUPTING THE FUNERAL INDUSTRY

Fonus with Geelmuyden Kiese AS

TRAVEL AND TOURISM

MAKE IT KENYA

Kenyan Ministry of East African Affairs, Commerce and Tourism with Grayling

ENERGY AND NATURAL RESOURCES

FOOTBALL FOR FRIENDSHIP

Gazprom Company with AGT Communications Group

INDUSTRIALS AND CHEMICALS

GRUPA AZOTY'S RISE FROM POLAND'S NATIONAL CHAMPION TO A EUROPEAN LEADER

Grupa Azoty with Maurent PR

PROFESSIONAL SERVICES

THE STRATEGY BEHIND ACCENTURE STATEGY

Accenture

REAL ESTATE AND CONSTRUCTION

THE HOUSE OF CLICKS

Hemnet with Prime Public Relations i Sverige AB

TRANSPORTATION AND LOGISTICS

PULLING POWER: GIVING ADVANCED DRIVING COURSES SEX APPEAL

The Institute of Advanced Motorists with Tin Man

CONSUMER ELECTRONICS

O2 GUYFI

O2 with Hope&Glory

TECHNOLOGY: HARDWARE

ARUBA: IS #GENMOBILE RUNNING THE RISK

Aruba with WE Communications

TECHNOLOGY: SOFTWARE AND

SERVICES

#NEVERRUNOUT

HP Inc. with Porter Novelli UK

TELECOMMUNICATIONS

LAUNCH OF TELE2'S MOBILE TELEPHONY

NETWORK IN MOSCOW
TELE2 with MIKHAILOV AND PARTNERS

WEB-BASED BUSINESS

VIBER "HISTORY OF STICKERS

Viber with FleishmanHillard Vanguard

ANIMAI CARE

MODERNIZING THE LEGAL STATUS OF ANIMALS IN FRANCE

The Fondation 30 d' Amis with APCO Worldwide

CONSUMER HEALTH

ONLY IF I WANT

HRA Pharma with Cohn & Wolfe Public Relations

HEALTHCARE PROVIDERS

MY WAY

Techniker Krankenkasse with fischerAppelt

MEDICAL TECHNOLOGY

THE PHILIPS BREATHLESS CHOIR

Philips with FleishmanHillard, as part of OneVoice Connect, a consortium of Omnicom agencies and

Ogilvy & Mather, London

PHARMACEUTICALS

THE FACTS ABOUT FASTING DURING RAMADAN

MSD with GCI Health

ASSOCIATIONS

#UNCUTE

The Swedish Association of Professional Veterinary Clinics with Geelmuyden Kiese

EDUCATIONAL AND CULTURAL INSTITUTIONS

"VIRTUAL CAMPUS TOUR" IN SUPPORT OF THE MARKETING CAMPAIGN OF THE 43 EAST GERMAN STATE UNIVERSITIES

Ministry of Sciences and Economic Affairs of the State of Saxony-Anhalt representing all five Eastern German ministries with Ketchum Pleon

GOVERNMENT AGENCIES

SECURING A HISTORIC DEBT RESTRUCTURING DEAL FOR UKRAINE

UKRAINE'S MINISTRY OF FINANCE with APCO Worldwide

NOT FOR PROFIT

10KSA

Alf Khair





THE 2016 IN2 INNNOVATION SABRE AWARDS

EMEA

More than 25 public relations firms from across the EMEA region were presented with In2 SABRE Awards at the In2 Innovation Summit in Berlin in May.

The In2 SABREs recognize excellence in various categories of innovation and insight—with an emphasis on content creation—as well as PR agency management and marketing.

DIGITAL AND PRINT MEDIA (EARNED)

FIRST CLASS TICKET TO THE TOP

Accent Media with Cubitt Consulting

BROADCAST MEDIA (EARNED)

SQUEEZE PLEASE

Bonjour with Volontaire

NON-JOURNALIST INFLUENCERS + COMMUNITIES (EARNED)

#DIRECTFIX FOR DIRECT LINE BY UNITY

Direct Line with Unity

CREATION OF PERSUASIVE CONTENT

THE WAIT

NHS Blood and Transplant with MHP Communications

CONTENT CREATION ON MEDIA SITES (EARNED)

STEPHEN FRY'S GUIDE TO THE UK FOR HEATHROW

Heathrow with Red Consultancy

SPONSORED CONTENT/NATIVE ADVERTISING

"MEHR LEBEN IM LEBEN." ("MORE TO LIFE THAN LIVING")

Janssen Deutschland GmbH with Ketchum Pleon



INFLUENCER ENDORSEMENTS
+ PAID/UNPAID PRODUCT PLACEMENT

POLE TO POLE

Paypal with Edelman

MEDIA PARTNERSHIP

AN UNEXPECTED FIKA

Gevalia with Golin Stockholm

SOCIAL GOOD + PUBLIC SERVICE

SPARK SOMETHING GOOD BY UNITY FOR M&S

Marks & Spencer with Unity

ONLINE ADVERTISING

TROPICOLIDAY BY UNITY FOR RIBENA

LR Suntory with Unity

BEST USE OF FACEBOOK

#MECSAYSHITOJUNIMEA

McDonald's Romania with Tribal Worldwide Romania

BEST USE OF LINKEDIN

HOPSCOTCH: LINKEDIN FOR SANOFI

Sanofi with Hopscotch Europe

BEST USE OF TUMBLR, VINE, PINTEREST, SNAPCHAT OR INSTAGRAM

MUJERES SIN FILTRO (WOMEN WITHOUT FILTERS)

UNILEVER - DOVE with Edelman Spain

BEST USE OF BLOGS

SWING THE VOTE. UNITY AND VINSPIRED

vInspired with Unity

SOCIAL MEDIA — COLLECTIVE

SWISS DIRECT DEMOCRACY MEETS DIGITAL CAMPAIGNING

SSRM Swiss Society for Reproductive Medicine with Farner Consulting

CROWDSOURCING & CO-CREATING

#DIRECTFIX FOR DIRECT LINE BY UNITY

Direct Line with Unity

REAL-TIME ENGAGEMENT

POLITICAL REALTIME INFLUENCER MARKETING

Arena with Farner Consulting AG

MEME

LIVE KNEAD FOR PIZZAEXPRESS - UNITY

PizzaExpress with Unity

GAMIFICATION/USER-GENERATED CONTESTS

RE-MARCA - THE GAME TO SPREAD THE MEANING OF MARCA ESPAÑA

Foro de Marcas Renombradas with LLORENTE & CUENCA

BRANDED NARRATIVES

COCA-COLA: RAMADAN DARK IFTAR

Coca-Cola with Memac Ogilvy Public Relations

DIGITAL NEWSROOMS

ATTENDANCE RECORD FOR DELL WITH CONTENT MARKETING

Dell with Iteo

ILLUSTRATIONS + PHOTOGRAPHY

WASHED AWAY

ActionAid with Weber Shandwick

DIGITAL VIDEO

DON'T DRINK AND DIVE

Trygg-Hansa with Prime Public Relations i Sverige AB

ANIMATION VIDEO

THE DREAM. A STORY FROM KIDS WITH DIABETES TO THE WORLD OF ADULTS

Sanofi Ukraine with Be-it Agency

AUDIO: PODCASTS + MUSIC

CHANGING THE DNA OF THE MAN BOOKER PRIZE

The Man Booker Prize with Four Communications Group

IDENTITY/BRANDING

THE STRATEGY BEHIND ACCENTURE STATEGY

Accenture

SEO/CONTENT DISTRIBUTION (PAID + ORGANIC)

THE WORLD'S FIRST TRAVEL BY TASTE AGENT

TravelSupermarket with Brands2Life



USE OF SOCIAL MEDIA OR ANALYTICS FOR AUDIENCE INSIGHTS OR INFLUENCER TARGETING

USING PR RESEARCH TO INFORM POLICY, POSITIONING AND STAKEHOLDER ENGAGEMENT

International Diabetes Federation with Commetric

ORIGINAL/COMMISSIONED RESEARCH FOR PR

REWRITING THE RULEBOOK FOR CUSTOMER ENGAGEMENT

Verint with Brands2Life

MEASUREMENT, POST-CAMPAIGN ANALYSIS

THE ALMOND BOARD SNACK HAPPY CHALLENGE

Almond Board of California with Porter Novelli UK

MARKETING TECHNOLOGY

SPR TAKEOVER

Finnish Red Cross with Miltton

BEST AGENCY WEBSITE

IS DOMANIEWSKA JAMMED

MSLGROUP

BEST AGENCY BLOG, EDITORIAL, COMMUNICATIONS PLATFORM

LDN - LONDON IN SHORT

London Communications Agency

BEST USE OF SOCIAL MEDIA - AGENCY

THE SOCIAL BUZZ GENERATORS

fischerAppelt

BEST LIVE EVENT — AGENCY

DJEMBE INSIGHTS ROUNDTABLES

Djembe Communications

MOST INNOVATIVE AGENCY INITIATIVE

FLEISHMANHILLARD SOUTH AFRICA HELPS EDUCATE THE FUTURE COMMUNICATORS OF SOUTH AFRICA

MOST INNOVATIVE MARKETING/

COMMUNICATIONS TEAM, BRAND **NEUROLAND**

Espark Shopping Center with ECE Türkiye

MOST INNOVATIVE BRAND/AGENCY COLLABORATION

TELEFÓNICA DEUTSCHLAND 2020 - SHAPING THE LEADING DIGITAL TELCO

Telefónica Deutschland with Strichpunkt Agentur für visuelle Kommunikation

PR AGENCY EMPLOYEE PROGRAM

INTRODUCING MIND: THE BEST KNOWLEDGE MANAGEMENT PLATFORM IN THE INDUSTRY MSLGROUP

PR AGENCY CITIZENSHIP

CSR AT KLENK & HOURSCH: WE WANT TO ALLEVIATE CHILDREN SUFFERING

Klenk & Hoursch AG - Corporate & Brand Communications

PR AGENCY MARKETING

A BRAND WITH MORE THAN 25 YEARS OF EXPERIENCE IS BORN. FROM INFORPRESS TO ATREVIA

ATREVIA

THOUGHT LEADERSHIP IN PR

ARAB YOUTH SURVEY 2015

ASDA'A Burson-Marsteller



MSLGROUP - Publicis Groupe's strategic communications and engagement group - is fully integrated into Publicis Communications, alongside Publicis Worldwide, Leo Burnett and Saatchi & Saatchi.



The 2016 Asia-Pacific PR Consultancies of the Year are the result of an exhaustive research process involving more than 100 submissions and meetings with the best PR firms across the region.

The SABRE Awards Asia-Pacific awards ceremony were presented in Hong Kong on September 28 at the Island Shangri-La Hotel.

CEO OF THE YEAR

MR. RANA KAPOOR, MD & CEO YES BANK

COMPANY OF THE YEAR

BUILDING A FUTURE READY REPUTATION - THE GODREJ WAY

Godrej Industries

BRAND-BUILDING

SECOND LIFETOYS

Green Ribbon Project Committee with Dentsu Inc.

CORPORATE REPUTATION

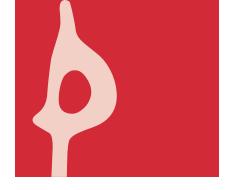
SPICEJET:RISING LIKE A PHOENIX

SpiceJet with Adfactors PR Pvt. Ltd.

RESEARCH AND PLANNING

"I'M ONLY 50!"

GLIDE ENTER PRIZE Inc. with DENTSU PUBLIC RELATIONS INC.



MEASUREMENT AND EVALUATION

EVERY DAY A DIFFERENT JOURNEY

Tourism New Zealand with Genesis Burson-Marsteller

AUSTRALIA

UMOOD

UNIQLO with Ogilvy PR Australia

GREATER CHINA

VITAL STEP

Mead Johnson & Joshua Hellman Foundation with Ogilvy Public Relations

INDIAN SUB-CONTINENT

SPICEJET:RISING LIKE A PHOENIX

Spicelet with Adfactors PR Pvt. Ltd.

IAPAN

SECOND LIFETOYS

Green Ribbon Project Committee with Dentsu Inc.

KORFA

THE FINGERBAND CAMPAIGN

Ministry of Health & Welfare FleishmanHillard Korea

SOUTH-EAST ASIA

PANASONIC ECLIPSE LIVE BY SOLAR POWER

Panasonic Corporation with Golin

MULTI-COUNTRY

MORE THAN JUST ANOTHER CEO VISIT

Microsoft Asia with IN.FOM

REGIONAL

LAUNCH OF WINDOWS 10 IN ASIA

Microsoft Asia with IN.FOM

GI OBAI

BRAINBAND

Samsung with EDELMAN

MARKETING TO CONSUMERS (EXISTING PRODUCT)

LOVE THERMO #WARMUPWITHLOVE

Panasonic Corporation with DENTSU PUBLIC RELATIONS INC.

MARKETING TO CONSUMERS (NEW PRODUCT)

"I'M ONLY 50!"

GLIDE ENTER PRIZE Inc.Panasonic Corporation with DENTSU PUBLIC RELATIONS INC

INTEGRATED MARKETING

TEXT 100 GETS ROAM-E AIR BORN WITH SOARING SALES

The IOT Group With Text100

BUSINESS-TO-BUSINESS MARKETING

THE STORY OF A ROARING REVIVAL

Department of Industrial Policy and Promotion, Govt. Of Indiawith Genesis Burson-Marsteller

CORPORATE IMAGE

FROM UNINOR TO TELENOR - NOT JUST A NAME CHANGE

Telenor (India) Communications with Text100

EXECUTIVE POSITIONING

SBI CHAIRMAN MS. ARUNDHATI 3

State Bank of India with Adfactors PR Pvt Ltd

COMMUNITY RELATIONS

8TH ASEAN PARA GAMES 2015

SPORT SINGAPORE with Weber Shandwick

PUBLIC AFFAIRS

A PROJECT WITH A HEART

SBUT with MSLGROUP in India

PUBLIC EDUCATION

FROM CONFLICT TO COOPERATION

GAIL (India) Limited with Adfactors PR



FINANCIAL COMMUNICATIONS

ANNOUNCING A LANDMARK TRANSACTION BETWEEN BUSINESS LEADERS IN CHINA AND AMERICA IN A THORNY POLITICAL CLIMATE

Haier Group with FTI Consulting

EMPLOYEE COMMUNICATIONS

ASTRAZENECA'S INTERNAL WECHAT ACCOUNT CASE

AstraZeneca China with Ruder Finn Asia

CAUSE-RELATED MARKETING

THE LAST WORD

WWF with Ogilvy Public Relations Hong Kong

CORPORATE SOCIAL RESPONSIBILITY

COCA-COLA & KASHF FOUNDATION - WOMEN ENTREPRENEURSHIP PROGRAM

The Coca-Cola Export Corporation, Pakistan Branch

CORPORATE MEDIA RELATIONS

THE LARGEST INFRASTRUCTURE PRIVATIZATION EVER

VINCI Airports with Edelman Japan

PRODUCT MEDIA RELATIONS

AIR WICK AUSTRALIA EDIBLE LIFE SCENTS

Air Wick with Frank PR Australia

DIGITAL CAMPAIGN

CHINA GOES BANANAS FOR MINIONS

Universal Pictures with Weber Shandwick

SOCIAL MEDIA CAMPAIGN

GALAXY EMOJIS ALIVE

Samsung with EDELMAN

MARKETING TO MEN

XIAN JANSSEN TIME FOR ANOTHER TOMORROW

Xian Janssen Pharmaceutical Ltd. with Ogilvy Public Relations, Beijing

MARKETING TO WOMEN

LUX UNFORGETTABLE GIRL

LUX with Golin Singapore

MARKETING TO YOUTH

A CONTEST OF MAN VS MACHINE

Huawei Honor with HILL+KNOWLTON Strategies

AUTOMOTIVE

INFINITI CUSTOMER LOYALTY PLATFORM

Infiniti with Bluefocus Digital

FOOD AND BEVERAGE

COCA-COLA OLYMPIC TORCHBEARER CAMPAIGN

Coca-Cola China with Hill+Knowlton Strategies

FASHION AND BEAUTY

THE FOREVER 21 ENSEMBLE IN CHINA

Forever 21 with Red Bridge Communications

HOUSEHOLD PRODUCTS

ELECTROLUX TACKLES FOOD WASTE WITH #HAPPYPLATESG

Flectrolux with AKA Asia

TRAVEL AND LEISURE

EVERY DAY A DIFFERENT JOURNEY

Tourism New Zealand with Genesis Burson-Marsteller

ENTERTAINMENT

DAUGHTERS OF MOTHER INDIA - GENDER SENSITIZING THE POLICE

Vibha Bakshi, Weber Shandwick India, Viacom 18 with Weber Shandwick

RETAILERS

IKEA COOKS ITS WAY INTO CHINESE HEARTS: IT'S THE LITTLE THINGS THAT MATTER

IKEA China with MSLGROUP

RESTAURANTS

KFC MAKES NEWS WITH LUNCH

KFC with Edelman India Private Limited

CONSUMER HEALTH

VITAL STEP

Mead Johnson & Joshua Hellman Foundation with Ogilvy Public Relations

PHARMACFUTICALS.

NEVER SAY NEVER PNEUMONIA DISEASE AWARENESS CAMPAIGN

Pfizer with Era Ogilvy Public Relations

HEALTHCARE PROVIDERS

"HEALTH FOR ALL, SMILES FOR ALL"

GNRC with Adfactors PR

INDUSTRIAL/MANUFACTURING

LCY KAOHSIUNG GAS EXPLOSION

LCY Chemical Corp. with Era Ogilvy

TECHNOLOGY (CONSUMER)

ACORNS: MIGHTY OAKS FROM LITTLE

ACORNS GROW

Acorns Australia with Howorth - Ogilvy PR Australia

TECHNOLOGY (B2B)

SELF MADE

PayPal with EDELMAN

TELECOMMUNICATIONS

DOTS ON THE MAP OF MYANMAR RED DOT NETWORK

TODAY with Ogivy Public Relations

FINANCIAL & PROFESSIONAL SERVICES

EMPOWERING CHILDREN ON SEATBELT SAFETY

AXA with MSLGROUP

ASSOCIATIONS

THE CALL TO ACTION INTEGRATED NEWSROOM

IPE Global Limited with Edelman India Private Limited

PUBLIC SECTOR

A YOUNG UNIVERSITY ON A RAPID RISE GLOBALLY

Nanyang Technological University, Singapore with Nanyang Technoloical University

NOT FOR PROFIT

VINNIES CEO SLEEPOUT 2015

St Vincent de Paul Queensland with Rowland



The 2016 In2 SABRE Awards, which recognize excellence in multimedia content creation, was presented at a lunchtime ceremony at the Asia-Pacific In2 Innovation Summit, which was held at the Island Shangri-La, Hong Kong, on September 28.

ASIA PACIFIC

LIVE EVENTS

DYNAFLYTE: EVERY RUNNER WANTS TO FEEL FAST

ASICS Corporation with Edelman Japan

SPONSORSHIPS

MAX POWER: NEVER LET THE BALL DROP

Coca-Cola Myanmar with TODAY Ogilvy Public Relations

TRADE SHOW AND AWARDS

SUSTAINABILITY TAKES ON NEW LIFE AT BEX AND MCE ASIA 2015

Reed Exhibitions with The Hoffman Agency Asia Pacific Pte Ltd

DIGITAL AND PRINT MEDIA

SBI CHAIRMAN MS. ARUNDHATI BHATTACHARYA - THE CEO WHO BOXED DEFAULTERS AND WON OVER THE MILLENNIALS

State Bank of India with Adfactors PR Pvt Ltd.

BROADCAST MEDIA

BRAINBAND

Samsung with Edelman

CREATION OF PERSUASIVE CONTENT



I'M ONLY 50

GLIDE ENTER PRIZE Inc. with DENTSU PUBLIC RELATIONS INC.

CREATION OF PERSUASIVE CONTENT

I'M ONLY 50

GLIDE ENTER PRIZE Inc. with DENTSU PUBLIC RELATIONS INC.

MEDIA PARTNERSHIP

CHANGE DISTINEY

P&G with DeVriesglobal.com

PUBLIC SERVICE ANNOUNCEMENT

THE VOTE SCAM

Verite Research with Ogilvy Public Relations Sri Lanka

ADVERTISING

FLYING THE NEST - HELPING BRITISH AIRWAYS RECONNECT WITH CHINESE TRAVELLERS

British Airways with Ogilvy Public Relations, Beijing

BEST USE OF GLOBAL SOCIAL NETWORKING PLATFORMS

TOURISM BY TOURISTS

Goa Tourism with Adfactors PR Pvt Ltd

BEST USE OF VISUAL SOCIAL PLATFORMS

THE FINGERBAND CAMPAIGN

Ministry of Health & Welfare with FleishmanHillard Korea

BEST USE OF ASIAN SOCIAL PLATFORMS

CHINA GOES BANANAS FOR MINIONS

Universal Pictures with Weber Shandwick

RAND DIGITAL PLATFORMS

THE POWER OF THE CROWD: 700BIKE'S BACKSTREET MINI DIGITAL CAMPAIGN CROWD-SOURCES, CROWD-CREATES, AND CROWD-FUNDS CREATIVITY

700Bike with MSLGROUP

DIGITAL NEWSROOMS

PORSCHE DIGITAL NEWSROOM PROJECT

Porsche with Ruder Finn Asia

DIGITAL VIDEO

LOVE THERMO #WARMUPWITHLOVE

Panasonic Corporation with DENTSU PUBLIC RELATIONS INC.

BRANDING AND IDENTITY

SECOND LIFETOYS

Green Ribbon Project Committee with Dentsu Inc.



The Holmes Report once again joined forces with the **Public Relations Consultants** Association of India (PRCAI) to launch the 2016 SABRE Awards South Asia. The third SABRE Awards South Asia took place in New Delhi on 21 July.

PLATINUM SABRES



BEST IN SHOW

DAUGHTERS OF MOTHER INDIA - GENDER SENSITIZING THE POLICE

Vibha Bakshi, Weber Shandwick India, Viacom 18 with Weber Shandwick

DIAMOND SABRES



COMPANY OF THE YEAR

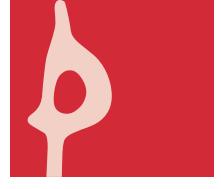
BUILDING A FUTURE READY REPUTATION

Godrej Industries

CEO OF THE YEAR

AMITABH KANT

NITI Aayog



SUPERIOR ACHIEVEMENT IN BRAND-BUILDING

THE STORY OF A ROARING REVIVAL

Department of Industrial Policy and Promotion, Govt. Of India with Genesis Burson-Marsteller

SUPERIOR ACHIEVEMENT IN REPUTATION MANAGEMENT

SPICEJET: RISING LIKE A PHOENIX

Spicelet with Adfactors PR Pvt. Ltd.

SUPERIOR ACHIEVEMENT IN MEASUREMENT & EVALUATION

MISSION INDRADHANUSH

Public Health Foundation of India, Ministry of Health and Family Welfare with Genesis Burson-Marsteller

GOLD SABRES



Geographic Areas

PAKISTAN

COCA-COLA & KASHF FOUNDATION - WOMEN ENTREPRENEURSHIP PROGRAM

The Coca-Cola Export Corporation, Pakistan Branch

SOUTH/SOUTHEAST ASIA

BREAKING THE MOUNTAIN OF MINDSETS

Viacom18 Media Pvt Ltd

Practice Areas

BUSINESS-TO-BUSINESS MARKETING

COMPANY OF THE YEAR - BIOCON

Corporate Communications with Biocon Ltd

CORPORATE IMAGE

FLIPKART BIG BILLION DAYS 2015

Flipkart Internet Private Limited

CORPORATE SOCIAL RESPONSIBILITY

SHRAMDAAN DIVAS (LABOUR DONATION DAY)

Pidilite- Fevicol with Adfactors PR

CRISIS/ISSUES MANAGEMENT

LISTING OF THE STOCK EXCHANGES IN INDIA

Consortium of Private Equity Firms with Integral PR

DIGITAL CAMPAIGN

GETTING POCKETS IN EVERY POCKET

ICICI Bank with Adfactors PR

FINANCIAL COMMUNICATIONS

PFMS FL PROJECT (BIHAR)

International Financial Corporation with Fino Paytech Ltd

MARKETING TO CONSUMERS (NEW PRODUCT)

EK GARAM CHAI KI PIYALI HO 2015: REMAKING A BOLLYWOOD CLASSIC

Tata Global Beverages Limited with Edelman India Private Limited

MARKETING TO CONSUMERS (NEW PRODUCT)

EK GARAM CHAI KI PIYALI HO 2015: REMAKING A BOLLYWOOD CLASSIC

Tata Global Beverages Limited with Edelman India Private Limited

MARKETING TO CONSUMERS (EXISTING PRODUCT)

ILEDTHEWAY

Energy Efficiency Services Ltd with Edelman India Private Limited

MEDIA RELATIONS

SPICEJET: RISING LIKE A PHOENIX

SpiceJet with Adfactors PR Pvt. Ltd



PUBLIC AFFAIRS/ GOVERNMENT RELATIONS

PROTECTING INTELLECTUAL PROPERTY RIGHTS TO EMPOWER INNOVATION IN INDIA

Global Intellectual Property Center with SPAG Asia

PUBLIC EDUCATION

DAUGHTERS OF MOTHER INDIA - GENDER SENSITIZING THE POLICE

Vibha Bakshi, Weber Shandwick India, Viacom 18 with Weber Shandwick

SOCIAL MEDIA CAMPAIGN

THE COCA-COLA BOOK BANK

The Coca-Cola Export Corporation with Asiatic Public Relations Network (Pvt.) Ltd.

Industry Areas

ASSOCIATIONS

PARTNERING INDIA'S JOURNEY TOWARDS A HEALTHY IP REGIME

Global Intellectual Property Center with SPAG Asia

CONSUMER PRODUCTS/SERVICES

ARIEL - SHARE THE LOAD

P&G India with Devries Global

FASHION AND BEAUTY

#HELLOMUMBAI

Gap with PR Pundit

FINANCIAL AND PROFESSIONAL SERVICES

ANTI CORRUPTION DAY

EY Fraud Investigation & Dispute Services with Avian Media Pvt. Ltd.

FOOD AND BEVERAGE

GODREJ NATURE'S BASKET - A BRAND BUILT ON PR, BUILT TO LAST

Godrei Nature's Basket with Godrei Industries

HEALTHCARE

ME WITHOUT MIGRAINE

Janssen India with MediaMedic Communications Pvt. Ltd

INDUSTRIAL/MANUFACTURING

ONE ROOF FOR INDIA AND THE WORLD

Airbus Group with Avian Media Pvt. Ltd.

MEDIA, ARTS AND ENTERTAINMENT

BREAKING THE MOUNTAIN OF MINDSETS

Viacom18 Media Pvt. Ltd.

NOT FOR PROFIT

PROGERIA, FINDING A NEEDLE IN A HAYSTACK

Progeria Research Foundation with MediaMedic Communications Pvt. Ltd

PUBLIC SECTOR/GOVERNMENT

MISSION INDRADHANUSH

Public Health Foundation of India, Ministry of Health and Family Welfare with Genesis Burson-Marsteller

TECHNOLOGY

THOMSON REUTERS REPUTATION MANAGEMENT IN BUSINESS TO BUSINESS MARKETING

Thomson Reuters with Avian Media Pvt. Ltd.

TRAVEL AND LEISURE

EVERY DAY A DIFFERENT JOURNEY

Tourism New Zealand with Genesis Burson-Marsteller



Cohn & Wolfe is different...by design.

We combine experts from all walks of life — brand zealots and former adland'ers, tech geeks and toy inventors, sports bloggers and screenwriters.

Our diverse team brings their own unique tools to the table, coming together to create big ideas that make our clients a little bit nervous, and a lot a bit famous.

The best people. The best work. And yes, a bunch of tools.





The 2016 Global SABRE Winners will be presented in a countdown at the Global SABRE Awards on October 26 at the St. Regis Bal Harbour in Miami.

#OPTOUTSIDE REI

REI with Edelman

#SAVEBOOKS

Polish Chamber of Books with Hill+Knowlton Strategies

10KSA

Alf Khair with Alf Khair

AIRBNB FLOATING HOUSE

Airbnb with Hope&Glory

BAYER BEE CARE PROGRAM BAYER, CROP SCIENCE

Division with Porter Novelli

BEREMEMBERED.COM

Aurora Casket Company with K2 Digital

BEYOND THE DRIVING TEST - MICHELIN PUTS AIR IN TEENS' TIRE AWARENESS

Michelin with Ketchum

BREASTFEEDING AT MCDONALD'S

McDonald's Hungary with Noguchi & Peters Kft.

CHANGING THE LEGACY OF DISCONTENT

United Airlines with Edelman

COCA-COLA: RAMADAN DARK IFTAR

Coca-Cola with Memac Ogilvy Public Relations

THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT

Fashion Revolution with Ketchum Pleon

THE FACTS ABOUT FASTING DURING RAMADAN

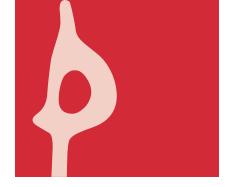
MSD with GCI Health

THE FINGERBAND CAMPAIGN MINISTRY OF HEALTH & WELFARE

FleishmanHillard Korea

FOLLOW FELIX

Nestlé Purina Petcare with Weber Shandwick



FROM A DOCUMENTARY TO A MOVEMENT OF CHANGE & HOPE: DAUGHTERS OF MOTHER INDIA

Vibha Bakshi, Weber Shandwick India, Viacom 18 with Weber Shandwick

THE HOUSE OF CLICKS

Hemnet with Prime Public Relations i Sverige AB

HOW M-KOPA BECAME A GLOBAL SOCIAL ENTERPRISE BRAND

M-KOPA with Levanter Africa

INSURING THE SAFETY OF HOSTAGES

Transoceanic Development with LDWWgroup

THE MARATHON WALKER

Water for Africa with Ogilvy Public Relations Paris

MARSHAWN LYNCH'S PRESS CONFERENCE

Skittles with Olson Engage

MCDONALD'S ALL DAY BREAKFAST - THE PEOPLE'S LAUNCH

McDonald's with Golin

MISSING TYPE

NHS Blood and Transplant with MHP Communications

MODERNIZING THE LEGAL STATUS OF ANIMALS IN FRANCE: A MAJOR BREAKTHROUGH IN FRENCH LAW

The Fondation 30 d' Amis with APCO Worldwide

MORE THAN JUST ANOTHER CEO VISIT

Microsoft Asia with IN.FOM

THE PHILIPS BREATHLESS CHOIR

Philips with FleishmanHillard

PHILIPS INNOVATION + YOU & TOGORUN

Philips with TogoRun

QUIT THE USE OF "SNUS" THE NORWEGIAN DIRECTORATE OF HEALTH

Burson-Marsteller with Oslo

RONAN DUNNE: MAKING O2 IMPOSSIBLE TO IGNORE

O2 with Blue Rubicon

SABMILLER / AB INBEV M&A COMMUNICATIONS SUPPORT

SABMiller with Finsbury

SECOND LIFETOYS

Green Ribbon Project Committee with Dentsu Inc

THE SISTERHOOD OF MOTHERHOOD

Abbott's Similac with MSLGROUP

SPARK SOMETHING GOOD BY UNITY FOR M&S

Marks & Spencer with Unity

SPICEJET: RISING LIKE A PHOENIX

Spicelet with Adfactors

STONE HEART - REMOVAL OF ENVIRONMENTAL BURDEN

.A.S.A. Slovakia with Dynamic Relations 2000 s.r.o.

STRAIGHT OUTTA COMPTON: THE NWA STORY - DRUMMING UP BOX OFFICE SUCCESS THROUGH LATINOS OF INFLUENCE

Universal Pictures with H+M Communications

SWISS DIRECT DEMOCRACY MEETS DIGITAL CAMPAIGNING

SSRM Swiss Society for Reproductive Medicine with Farner Consulting AG

TROLL FIGHTERS

Kari Traa with Trigger AS

WRANGLING MULTIMEDIA CONTENT FOR THE WESTERN LIFESTYLE

Wrangler Network (www.WranglerNetwork.com) with French/West/Vaughan



EDELMAN AND UNITY TOP 2016 GLOBAL CREATIVE INDEX



REI's #OptOutside named top campaign, while P&G leads companies in Holmes Report's annual ranking of creative excellence in PR.

Edelman has taken top spot in the 2016 Global Creative Index, the first time that the world's largest PR firm has ranked first in the Holmes Report's annual benchmark of creativity in the public relations world. The fifth edition of the Global Creative Index analyses entries and winners from more than 25 PR, digital and marketing awards programmes from around the world over a 12-month period. Edelman prevailed by

the slimmest of possible margins, scoring just one more point than secondplaced Weber Shandwick, which ranked first last year. Edelman owed its success to a plethora of award-winning campaigns from across the world, most notably REI's **#OptOutside** programme, which also topped the campaign ranking as the most awarded PR program in the world (see below). Other award-winning efforts included work for Dove, Atlanta Hawks, CVS Health and Chipotle.

Global Creative Index: Top 10 Agencies Overall

2015 Rank	Agency	Points
4	Edelman	125
1	Weber Shandwick	124
5	Ketchum	100
2	Ogilvy PR	89
9	Burton-Marsteller	83
3	MSLGroup	75
15	Cohn & Wolfe	65
6	Hill+Knowlton Strategies	59
8	FleishmanHillard	44
10	Porter Novelli	38
	4 1 5 2 9 3 15 6	4 Edelman 1 Weber Shandwick 5 Ketchum 2 Ogilvy PR 9 Burton-Marsteller 3 MSLGroup 15 Cohn & Wolfe 6 Hill+Knowlton Strategies 8 FleishmanHillard

Once again, the top of the overall agency table is dominated by global PR networks, thanks to their volume of awards.

However, an alternative measure of agency creativity comes from weighting agency scores according to their staff size. Accordingly, the Holmes Report has again used a points per head calculation to identify which are, 'pound for pound', the most creative PR agencies in the world.

In 2016, this title is again taken by Unity — which makes it, quite remarkably, the fourth time in five years that the UK creative darlings have topped this ranking.

Norwegian agency Trigger, which topped the weighted ranking in 2015, came second, underlining its emergence as one of the world's most creative PR firms.

Global Creative Index: Top 10 Agencies — Weighted Score

2016 Rank	2015 Rank	Agency	Country	Points Per Head
1	2	Unity	UK	607
2	1	Trigger	Norway	577
3		Manifest London	UK	560
4		LDWWGroup	USA	400
5	10	Hope&Glory	UK	369
6		360 Public Relations	USA	158
7		Olson Engage	USA	131
8		M Booth	USA	129
9		FarnerConsulting AG	USA	104
10		French West Vaughan	USA	94
11		Another Company	Mexico	92
12		Integral PR	India	90
13		JeffreyGroup	USA	75
14		Lansons	UK	65
15		achtung!	Germany	64

#OptOutside, the brave initiative that saw the outdoor retailer close all of its 143 US stores on Black Friday (the busiest shopping day of the year) and pay its 12,000 employees to take the day off instead of spending it indoors, has emerged as the

most awarded PR campaign in the world, according to the Holmes Report's 2016 Global Creative Index.

Global Creative Index: Top 10 Campaigns

Rank	Points	Campaign title	Agency Cli	ent
1	51	#OptOutside	Edelman, Venables Bell & Partners and Spark	REI
2	46	The Swedish Number	Ingo/Cohn & Wolfe	Swedish Tourist Association
3	22	Always #LikeAGirl	MSLGroup	P&G
4	20	Great Chinese Names for Great Britain	Ogilvy PR	VisitBritain
5	17	The House of Clicks	Prime	Hemnet
6	16	The Dilemma	Publicis Italy / Cohn & Wolfe	Heineken
7	13	The Organic Effect	Forsman & Bodenfors	Соор
8	13	The Philips Breathless Choir	Ogilvy/Fleishman Hillard/OneVoice	Philips
9	11	Banking Giant SBI wins over Indian millenia	als Adfactors PR	State Bank of India
10	11	Marshawn Lynch's Press Conference	Olson Engage	Mars (Skittles)



Always #LikeAGirl, which took top spot in last year's Creative Index, continued to perform well at award shows around the world, ahead of Visit Britain's Great Chinese Names for Great Britain, and Hemnet's House of Clicks.

The results, which rank the top 10 PR campaigns as determined by award shows, reinforce the importance of emotional resonance, whether inspired by social purpose or humour, in today's best public relations work. They also demonstrate that cultural relevance can make the difference between a good and great campaign.

For the first time, the Global Creative Index also ranks companies according to the performance of their campaigns in the various award shows that are tracked around the world. Unsurprisingly, perhaps, it is led by the world's two biggest consumer products companies, with P&G narrowly edging out Unilever at the top of the table.

P&G's haul is led by the Always' #LikeAGirl campaign, along with programs by Gillette and Ariel, while Unilever benefited from award-winning work from its Dove and Lipton brands. Consumer-

focused brands dominate the ranking, with Vodafone, Heineken and McDonald's also scoring well.

Global Creative Index: Top 10 Companies

2016 Rank	Company	Points	
1	Procter & Gamble	32	
2	Unilever	30	
3	Vodafone	26	
4	Heineken	22	
5	McDonald's	21	
6	Coca-Cola	19	
7	Nestle (+Nespresso)	18	
8	Microsoft	16	
9	Visit Britain	16	
10	Philips	16	



The Holmes Report's Influence 100 recognizes the most important and influential in-house communicators from around the world.

To read the full Influence 100 feature, including the full-length Influence 100 profiles (including Q&As), in-depth research and analysis, please visit: www.holmesreport.com/ranking-and-data/influence-100.



AARON SHERINIAN
Chief Marketing &
Communications Officer
UN Foundation,
@asherinian

'It is now about being a fund raiser, and a friend raiser, and a hellraiser,' Aaron Sherinian told Global PR Summit attendees in 2013, a fitting caption to a career that has soared since he took on oversight of the UN Foundation's public relations in 2010, before adding marketing a couple of years ago. Sherinian has proved remarkably adept at building brand

coalitions around social purpose, galvanizing such large-scale initiatives as the Social Good Summit, #GivingTuesday, Rio+Social and the Momentum1000 global social media rally. Along the way, he has cultivated a healthy media profile, helped by a particular penchant for social media, and a willingness to speak up on a range of issues.

ADELE AMBROSE

Senior vice president, chief communications officer, Merck

"More and more, we see our customers—including healthcare professionals and healthcare consumers— caring about the company behind our medicines and vaccines," Merck's chief communications officer Adele Ambrose told branding consultancy Interbrand a couple of years ago. "They want to know who we are and what we stand for. They are asking questions like: Do we care to address public health issues? Are we engaged, active listeners who are tuned into their concerns? Are we ethical, transparent and socially responsible in the way we operate our business?"

Ambrose has been responsible for helping Merck answer those questions since 2007, charged with

managing relations between the pharmaceutical company and the news media, employees, the financial community, other specialized stakeholders and the general public.



ADRIENNE LOFTON SVP, Brand Marketing Under Armour @ALofton31

Lofton is credited as one of the forces behind Under Armour's breathtaking "I Will What I Want" campaign. "Inside of the words 'I Will' is the motivation that we want to deliver at every single turn," Lofton told AdWeek. "It's about allowing women to have the platform to show that they can absolutely break barriers, they can absolutely set records, they can absolutely be some of the best in the world." It's this "underdog spirit" that is so powerful and makes Under Armour's marketing resonate with athletes from all sports — from basketball to boxing to ballet. Lofton has been with Under Armour since 2008, but took a breather from April 2013 to December 2014 to be CMO of the Dockers brand at Levi Strauss. Before Under Armour, she had stints at Target, General Motors and Gap.

AIDA GREENBURY

Managing Director of Sustainability, Asia Pulp & Paper @AidaGreenbury

As head of sustainability and stakeholder outreach at paper giant APP, Aida Greenbury oversees one of the most challenging mandates in the PR world. Once a favoured target for NGOs, APP has made considerable progress under Greenbury's leadership, thanks in large part to the zero deforestation policy that it ushered in more than two years ago. As the key player behind major sustainability achievements in APP's supply chains and forest conservation programs and the chief architect of APP's Sustainability Roadmap, Greenbury has demonstrated a willingness to engage with critics, and an ability to craft a transparent strategy that balances the complex needs of the company's various stakeholders. Greenbury has spent more than a decade at APP, building a highly visible media profile thanks to an ability to engage with detractors in a forthright and reasoned manner.



ALISON LEWISGlobal chief marketing officer
Johnson & Johnson

For a company that has long been synonymous with public relations in its truest sense—as a management discipline, value-driven and focused on corporate policy as much as publicity—Johnson & Johnson has suffered both from a series of unfortunate crises and a strikingly high turnover in its senior comms ranks in recent years (CCO Maggie Fitpatrick stepped down in February). But it has been earning kudos on the marketing front—particularly in its consumer brand business—since Alison Lewis joined as CMO in late 2013.

Lewis has streamlined marketing for more than 100 brands—including Johnson's, Listerine, Neutrogena and Carefree—and taking a more strategic, centralized approach to the company's portfolio. She has also been working to build a global presence for some brands well know in the US but less prominent in overseas markets. She has also earned recognition through the CMO Awards for the company's CSR activities, in particular its Healthy Future goals and campaigns like Neutrogena's "Every Drop Counts" water conservation effort.

ANDERS BYLUND

Head of Group Communications Inter Ikea Group

After numerous years agency-side Anders Bylund was named head of group communications at Ikea parent Inter Ikea Group in mid-2011. The company's status as one of the world's leading retailers ensures its name is never far from the headlines, and Bylund is charged with overseeing a communications operation that focuses squarely on delivering Ikea's core brand value of responsible business. Before joining the company, Bylund spent more than a decade with Burson-Marsteller.



ANDREW PARKERGroup Executive Government
Industry and International
Affairs, Qantas, @ajamesparker

After establishing himself as one of Australia's finest public affairs practitioners, Andrew Parker sold his

Parker & Partners consultancy to Ogilvy PR. In 2007 he departed Ogilvy PR to take on global public affairs leadership at Emirates in Dubai, before returning to Australia in 2013 for Qantas' top corporate affairs role, reporting directly to the CEO. By that point, Parker had already played a key role in the alliance with Emirates, as well as previously serving as press secretary and political adviser to various state and federal political leaders and ministers.



ANDY PHAROAH
Senior Vice President
Corporate Affairs, Sustainability
& Strategy, Wrigley
@andrew_pharoah

Wrigley — a division of Mars — has operations in 50 countries, net sales of more than \$30 billion and six business segments including petcare, chocolate, gum, food, drinks and symbioscience. Leading the communications is Andy Pharoah who has been with Wrigley since 2008 in EMEA. Eighteen-months later, he was promoted to his current global role and is now based in the company's Chicago headquarters.

Pharoah reports to president Martin Radvan.



ANN MUKHERJEE Global CMO SC Johnson Racine, USA

Ann Mukherjee became SC Johnson's first global CMO last year, when she left Pepsico. As a fast-rising star in the latter company's executive ranks, Mukherjee had carved out a reputation for building brands via traditional marketing and social media sawy, focusing in particular on the company's Frito-Lay division.



ANTHONY PALMER
President, global brands
and innovation
Kimberly-Clark

Under the leadership of Tony Palmer, Kimberly-Clark has been transformed from a paper products manufacturing company into a consumer-facing business, based on the philosophy that marketing is "the organizing principle of growth for a company," as he told Forbes on his promotion to his new

role, which includes responsibility for the global marketing, innovation, corporate research and development and corporate communications functions. That philosophy has manifested itself in a number of terrific public relations programs, including SABRE-winning work like U by Kotex—an edgy youth-oriented campaign for the tampon brand—and The Great American Try On for Depend, which saw celebrities sporting briefs for incontinence as a way to confront the stigma of the condition head-on and get media buzzing. The company recently named a new CMO Scott Usitalo, who reports into Palmer.

BEATRICE DAUTRESME

EVP corporate communications and external affairs L'Oreal

Beatrice Dautresme's relationship with L'Oreal dates back to 1972, when she joined the company's marketing department. Since then, she has risen through the ranks of the world's largest cosmetics and beauty company, taking on roles that have spanned operations, business development and management, across various markets.

In 2005, Dautresme was named to head L'Oreal's global corporate communications and external affairs, a position that harnesses her global experience in the beauty industry. The company has faced several reputation challenges during her tenure, including issues around its advertising and recruitment practices. Dautresme is also a Chevalier in France's National Légion d'Honneur.

BOUTROS BOUTROS

Senior vice president, corporate communications, Emirates @BoutrosB

In a 25-year career with Emirates, Boutros Boutros has played a key role in building the company's global brand, with a broad remits that includes all marketing and communications activities—advertising, sponsorships, events, promotions, merchandising, public relations, internal communications, internet communications, and passenger communications—across the globe for the 40-plus businesses under the Emirates group umbrella. Overseeing a team of more than 150 professionals and more than 100 global agencies, he is one of the most influential and high-profile corporate communicators in the Middle East.



BRIAN LOTT Executive Director, Group Communications, Mubadala @Blotter

As executive director of group communications at Mubadala, Brian Lott oversees a mandate that is as broad as it is deep for the Abu Dhabi-owned government investment vehicle. Responsible for stewardship of the Mubadala brand and management of the group's corporate communications requirements, Lott's work involves operations across real estate, mining and aerospace, calling for a particularly nuanced understanding of local communities and social impact.



CHARLOTTE LAMBKIN Corporate Relations Director Diageo

Lambkin joined Diageo in January 2014 as the company's top communicator, filling a role that was previously held by Ian Wright for 13 years. Lambkin brought a different sensibility, having spent nine years at BAE Systems, including five on the executive committee as group communications director, where she was charged with building the company's worldwide comms function at the age of 32. Lambkin successfully transformed BAE's communications approach from a reactive, tactical function to one that is central to overall business development and strategic advancement.



CHRIS MAROLENG Group Executive for Corporate Affairs, MTN Group @ChrisMaroleng

Maroleng leads corporate affairs for South African telecommunications giant MTN, after succeeding Rich Mhkondo in 2014. It is a key role in Africa's corporate world, given MTN's status as one of Africa's top brands and the continent's sole representative on BrandFinance's Top 500 Global Brands list.

Maroleng is no stranger to the limelight, having previously served as Africa editor and TV anchor at eNews Channel Africa, during a successful six-year stint, which included a famous interview of AWB 150 Secretary Leader Andre Visage.



CHRIS MONTEIRO Chief Communications Officer, KPMG @VirtualMonteiro

Monteiro recently joined KPMG after nearly two decades (18 years) with MasterCard. The tax advisory firm enlisted Monteiro to be responsible for developing a communications agenda that supports the overall objectives of the firm and its leadership.

He and his team manage media relations, issues and crisis management, leadership communications, corporate reputation, internal communications, and digital and social communications.



CHRISTINE GRAEFF Director General, Communications European Central Bank @ChristineGraeff

As the European Central Bank's top communications pro, Christine Graeff effectively handles one of the EU's most challenging, and important, engagement assignments. Under perpetual scrutiny because of continued political instability and economic malaise, Graeff oversees the ECB's efforts to engage with EU citizens, particularly in terms of communicating the benefits of the Euro. All of which has involved considerable modernization since Graeff arrived at the start of 2013 to oversee media relations, outreach and protocol, multimedia and language services.



CHRISTOPH EHRHART Head of corporate communications and corporate responsibility and executive vice president, Deutsche Post DHL Group

Christof Ehrhart took over as head of corporate communications at Deutsche Post DHL in 2009 with a mandate to rebuild employee morale and restore public trust following the departure of former chief executive Klaus Zumwinkel amid tax evasion charges.

Working closely with new CEO Frank Appel, Ehrhart has had an immediate impact, completely restructuring the company's global communications department and restoring the company's

reputation, focusing on a dialogue-based approach to communications with a strong commitment to business metrics. Perhaps most notable, Ehrhart introduced a major thought leadership initiative: a Delphi study entitled "Delivering Tomorrow" that has served as the basis for a series of stakeholder dialogues around the world and the company's very active blog.

CHRISTOPHER REINDL

Head of marketing Red Bull

In common with his fellow leaders at energy drink company Red Bull, Christopher Reindl keeps a very low profile, but that should not detract from the awesome reputation for the public relations savvy that the company has cultivated over the past decade. When PR people talk about the value of content creation, they often use Red Bull as an illustrative example; indeed Red Bull's work in sports and entertainment has effectively rewritten the rulebook for brand and content partnerships. As such, Reindl heads a marketing function that is considerably more PR-literate than most, and has helped Red Bull control more than two-thirds of the global energy drinks market. According to reports, furthermore, Red Bull spends a remarkable 35% of its revenues on marketing.



CLAIRE DIVVERGroup communications director
BAE Systems

Claire Divver joined aerospace giant BAE Systems in January 2014 as group communications director and a member of the executive committee, with big shoes to fill: her predecessor, Charlotte Lambkin had just moved on to the CCO role at Diageo.

Before joining BAE, Divver had served as general manager, group corporate affairs for Xstrata, responsible for the global communications of the multinational diversified mining group during its merger with Glencore International, which completed in 2013.



CLAIRE DORLAND CLAUZEL

Executive vice president brands and external relations. Michelin

The Michelin Man—his actual name is Bibendum—celebrated his 120th anniversary last year and remains one of the most iconic figures in global marketing. As Michelin's executive vice president brands and external relations—a role she assumed at the end of 2014, after six years leading communications and brand for the company—Claire Dorland Clauzel is the individual responsible for managing his reputation, although she might quibble with the description above.

She was the first female executive in Michelin's history to be invited onto the company's executive committee, and has been expanding her responsibilities to include advertising as well as internal and external communications and now also leads the company's maps and guides division, which assigns the equally iconic Michelin stars to restaurants around the world.



COREY DUBROWA

Senior Vice President of Global Communications and International Public Affairs, Starbucks Coffee Company, @coreydu

Corey DuBrowa has been responsible for global communications and international public affairs at Starbucks since 2010. On the communications side, he's rolled out some of Starbucks' most popular — and divisive — campaigns. Just in the last few years, DuBrowa oversaw two campaigns that generated tremendous attention: Starbucks' partnership with Arizona State University to provide subsidized tuition to employees and the #RaceTogether initiative in amid ongoing tensions between police and the black community. While both campaigns can — and have been — analyzed in depth, looking at the bigger picture DuBrowa has clearly shown to grasp the power of putting in motion campaigns that mobilize everyone from customers to employees.

D'ARCY RUDNAY

Executive vice president, chief communications officer Comcast Corporation

Media and entertainment giant Comcast Corporation—regularly ranked among the most hated companies in America—named D'Arcy Rudnay as chief communications officer in March of 2012, expanding her responsibilities to include leadership of Comcast's financial reporting, crisis management, federal and regulatory activities, product launches, employee relations, diversity, and social and digital media.

She had led investor and media for the company's merger with NBCUniversal and the subsequent rebranding, and the ultimately unsuccessful attempted merger with Time Warner. Before joining Comcast in 2003, Rudnay served as vice president of corporate communications and media relations at Lincoln Financial Group.

DAN BARTLETT

Executive vice president, corporate affairs Walmart

With the departure of Leslie Dach, who transformed Walmart's the corporate communications function within Walmart as well as the company's response to external criticisms, the Arkansas retail giant clearly needed another heavy hitter to fill his shoes. It found one in Dan Bartlett, who took the reins of the corporate affairs department in June of 2013 and over the past two years has built on his success, most recently handling the announcement that the company was raising its minimum wage, now 24 percent higher than the statutory minimum.

Bartlett reports to Mike Duke, Walmart's president and CEO, and serves as a member of the company's executive council. His responsibilities include oversight of external communications, government relations and sustainability, as well as the Walmart Foundation, which contributed more than \$1 billion in cash and in-kind donations last year.



DANA ANDERSONMondelez International
@DanaAnderson

For more than six years, Dana Anderson has been immersed in marketing and communications of the billion-dollar snacks and candy giant Mondelez. With a global marketing budget that exceeds \$1b, Anderson has steered the reputation of iconic brands — Oreo, Nabisco, Chips Ahoy, Honey Maid — via Mondelez's internal teams and external agencies. Her contributions have been many, including being credited with breathing new life into marketing and communications by enlisting a new generation of agencies to liven up its creative output. She also wisely aware of the changing dynamics of economic forces and told Ad Age last year that consumer packaged goods is "an 800-pound gorilla living in a

unicorn world" — meaning the brands need to keep evolving. Anderson's background includes tenure at Y&R, FCB Chicago and JWT before landing at Kraft Foods (which ultimately spun out Mondelez International).



DAVE SAMSONGeneral Manager of Public Affairs, Chevron
@dvdsamson

Dave Samson has reached the point in his career where he's been selected to serve as chairman of the board of trustees for the Arthur W. Page Society and he's received the Plank Center Award for mentorship. It's been quite a journey from Levi Strauss & Co, where Samson had some early inhouse experience after working at Denver-based public relations firm MGA Communications, to Chevron, where he currently serves as general manager of public affairs. Levi, at the time, was known as a leader in corporate responsibility; Chevron, like all oil companies, faces intense scrutiny for its role in a wide range of environmental issues, and for most of Samson's tenure has been embroiled in controversy over the dumping of toxic waste in the Ecuadorian rain forest.

Samson has been responsible for handling the company's communication around that issue and many others.



DAVID PALOMBISVP, corporate communications and chief communications officer, CVS Health
@david_palombi

Palombi joined CVS to help lead the company through its national renaming to CVS Health — a reflection of the CEO's bold decision to remove tobacco products from all of its 7,800 stores. Palombi manages a team of 85 people around the US — and oversees a \$31m budget for PR and advertising agencies, according to his LinkedIn. He is responsible for all aspects of CVS Health's internal and external communications, including media relations, public relations, social media and corporate reputation management. Palombi also oversees executive and colleague communications, and major internal events that support and drive sales, business development and growth. He also works closely with CVS Health's government affairs team to support the company's state and federal government affairs strategies.

DAVID ROMAN SVP & CMO

Lenovo @iamdavidroman

Since joining Lenovo six years ago, former HP and Apple marketer David Roman has worked tirelessly to reposition the Chinese technology brand as an edgier global presence. So far, Roman's efforts appear to be paying off, with Lenovo making impressive smartphone inroads to go with its existing PC dominance. Not only has Roman focused on Lenovo's brand image, but has also ensured that the brand is a far more engaging presence, particularly online, where he has long been an avid advocate for crowdsourcing, influencer marketing and user-generated content.

DOMINIC FRY

Director Of Communications Marks & Spencer @Charlesworth25

One of the UK's most experienced corporate PR practitioners, Dominic Fry took charge of communications at the UK's 'most trusted retailer' in 2009, following a two decade career that had seen him head public relations at the Channel Tunnel, J Sainsbury, and ScottishPower. Fry also has considerable agency experience, having spent numerous years at Tulchan, Charles Barker and Traverse-Healy & Regester.

At Marks & Spencer, Fry is entrusted with overseeing reputation efforts that include one of the country's most ambitious sustainability programmes (Plan A), intense media relations (more than 10,000 phone calls per month), and various issues around such areas as food safety, recruitment, and sourcing.

DON NATHAN

SVP/CCO UnitedHealth Group

When Don Nathan joined UnitedHealth Group in 2007, he was the company's first-ever CCO — a decision that was made on the back of stock option scandal by the health company's former CEO. Very shortly after he joined, US President Barack Obama undertook his battle to reform for healthcare reform nationwide. Since then, he's been at the helm as UnitedHealth has dealt with a range of issues from considering to drop out of the state exchange to introducing "boutique-style" health plans.



DUSTEE TUCKER JENKINS
Senior Vice President,
Communications, Target
@Dusteelenkins

Target has, itself, become a target of sorts for taking equality stances in some of the social issues of our day – LGBT rights and gender stereotypes in marketing toys. These, plus high-profiles issues like its data breach and bringing on a new CEO, point to the considerable heft Dustee Tucker Jenkins manages as head of communications for Target.

She joined the company in 2010, taking responsibility for all external communications and media relations, enterprise-wide internal communications and Target's corporate website. She leads a team of more than 50 communications professionals. In addition to corporate reputation issues noted (as well as its Canada exit and a multi-billion exit of its pharma business), Jenkins worked on the debut of designer collaborations and launched an online news magazine (A Bullseye View) that garners more than one million unique monthly views and acts as a platform to break company news.

ED WALSH

Global head of integrated communications Philips

Edward Walsh was appointed to lead the global integrated communications function for Philips International in August 2014, replacing longtime CCO Andre Manning as the company sought to update its positioning and focus on solutions rather than products.

He had previously spent eight years with global public affairs firm APCO Worldwide, most recently serving as managing director of the firm's European region and leading some of APCO's largest multi-office client accounts. The move marked a return to the client side of the business for Walsh, who earlier in his career spent more than a decade in corporate communications with IBM.

ELLIOT SCHRAGE

VP of communications and Public Policy Facebook

It's been eight years since Elliot Schrage deflected from Google to Facebook (alongside his boss COO

Sheryl Sandberg) in a role that, when he joined, CEO Mark Zuckerberg said would be "critical to helping us scale based on our culture that values transparency, openness and honest internal communications."

At Google, he was responsible for broadening the company's PR approach to encompass the full range of stakeholders, and has been charged with effecting a similar shift at Facebook, particularly in light of the latter company's issues around privacy and advertising.



FRANK X. SHAW
Corporate Vice President
Microsoft
@fxshaw

When Frank Shaw joined Microsoft in 2009 as its head of communications, it was perhaps one of the most seamless agency to in-house transitions the industry has witnessed. One of the reasons for that, of course, was Shaw's former role as president of the Microsoft account at WE Communications where he spent most of the first two decades of his career. In essence, this meant Shaw had spent nearly his entire career learning every facet of Microsoft's business.

Shaw has been the company's communications lead through industry-altering acquisitions, ambitious and disastrous product launches, stunning leadership changes (and the tumult that followed). Amid considerable transformation, Shaw's institutional PR insight remains unparalleled and has yielded considerable benefit to the company —and stands as a notable example of reputational stewardship for the industry-at-large.



FRANZ PAASCHEVP of corporate affairs
PayPal

Franz Paasche joined PayPal as the payments giant prepared for its split from parent company eBay as the two companies became independent, publicly-traded companies. Under his tenure, PayPal's corporate affairs has undergone a significant transformation that has created a cross-functional team across communications, government relations and social innovation. But this change has been accompanied by some amount of churn with notable departures over the last year and an agency consolidation with Edelman.

Paasche certainly has the experience to navigate PayPal through its new iteration. He brings over 25 years of experience in strategic communications to the role. Before he joined PayPal in 2015, he spent almost four years at McKinsey & Company.

JAKE SIEWERT

Global head of corporate communications, Goldman Sachs, @jakeon10ths

If Jake Siewert needed a reminder of the kind of attention his new employer was used to, he didn't need to wait long before it arrived: his first day on the job as global head of communications at Goldman Sachs saw the publication of an op-ed in The New York Times, penned by a former Goldman exec, denouncing a "toxic and destructive" culture, where employees mocked clients as "muppets."

There was a feeling that Siewert's predecessor, the combative Lucas van Praag, tended to reflect that culture, and that Siewert has made significant progress in softening the bank's image, encouraging CEO Lloyd Blankfein to open up for a series of media interviews. His contribution was recognized at the end of 2014, when he was named a partner—one of the most prized job titles in the financial world.



JAN RUNAU
Chief Corporate Communication
Officer
Adidas Group

A committed athlete who has completed an Iron Man triathlon, Runau brings a similar level of dedication to his work for Adidas. In total he has spent more than two decades with the sporting giant, helping the German giant navigate its way to the number two position in the global sporting market, after its blockbuster merger with Reebok in 2006. Runau has held numerous PR roles at Adidas, and now oversees all corporate PR and internal communications for the group and its brands, including Reebok.

JAY CARNEY

SVP of worldwide corporate affairs, Amazon @JayCarney

Last year the former White House press secretary took on the newly created role of SVP of worldwide corporate at e-commerce powerhouse Amazon as it takes on many lobbying issues, among them: sales taxes, transportation and intellectual property. Carney splits his time between Amazon's Seattle HQ and its Washington, D.C. office.

Less than a year into his tenure the New York Times published a somewhat epic takedown of Amazon's work culture. In an unprecedented move, Carney published his response "What The New York Times Didn't Tell You" on Medium. The New Yorker, among other publications, analyzed his response and what this ultimately means for the balance of power between journalists and corporate spokespeople.



JENNIFER KUPERMAN Head of international corporate communications, Alibaba Group @jennikuperman

Jennifer Kuperman took on Alibaba's top international communications role earlier this year, two years after joining the Chinese ecommerce giant from Visa. It is, without question, one of the PR world's most challenging mandates — helping Alibaba navigate its rise into one of the world's biggest brands, amid a Western media environment that sometimes appears hostile. Kuperman was previously SVP and head of corporate marketing and reputation at Visa, and also served as the chief of staff to Visa's CEO. She began her career as a management consultant with Accenture.

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JENNIFER PALMIERI

Hillary for America Communications Director @jmpalmieri

Palmieri is central to a history-making — and highly unusual — US presidential election year. She leads communications for the Democratic nominee Hillary Clinton — also the first woman to be at the top of a US presidential ticket — against a real-estate mogul and reality TV star Donald Trump. And after a prolonged primary season in which Clinton battled Bernie Sanders, the race between Clinton and Trump is really just getting underway.

She formerly served as assistant to the president and director of communications under Barack Obama. Previously, Palmieri was the president of the Center for American Progress Action Fund.



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JESUS MADRAZO
Vice President of Corporate
Engagement, Monsanto
@lesusMadrazo

Jesus Madrazo holds one of the toughest jobs in the communications world — managing Monsanto's chequered corporate reputation.

The Mexican national took on the role in 2013 after previously leading corporate affairs, and is charged with presenting a more transparent, friendly face for a company that is among the world's most fiercely criticized. So far, his efforts have resulted in Monsanto being named one of the world's top 100 corporate citizens by CR Magazine, which flagged the company's "commitment to stakeholder engagement, the environment, addressing climate change through adaptation and mitigation, and increasing transparency regarding its operations."



JIM CICCONI
Senior executive vice president,
external and legislative affairs,
AT&T, Washington, DC

Regulatory and public policy issues loom large for telecommunications companies, so it's no surprise that AT&T's leading public relations executive comes from a political background.

Jim Cicconi, who now leads external and legislative affairs for AT&T—a role he had held since the 2005 merger of SBC Communications and AT&T—and serves as chair of the AT&T Foundation, worked in the White House under two presidents, spending two years as deputy chief of staff to President George H.W. Bush, and four years as a special assistant to President Ronald Reagan and to White House chief of staff James Baker. He has also been a partner at prominent Washington law firm Akin Gump Strauss Hauer & Feld.



JAMES T. OLSON Senior Vice President, Corporate Communications, United Airlines @jimolson

James Olson joined the beleaguered United Airlines shortly after its new CEO Oscar Munoz pledged 156 to turnaround the airline that has been troubled since its merger with Continental Airlines. While Olson joined from Starbucks — where he had been VP of corporate communications since 2011 — his experience with airlines dates back to 2008 when he joined US Airways as VP of corporate communications. In fact, he led the crisis response to the emergency water landing of US Airways Flight 1549 on the Hudson River. Already, his work communicating Munoz's first 100 days has been some of the most impressive corporate work the industry has seen in awhile.

JOE EVANGELISTI

Managing director JP Morgan

A 30-year veteran of JP Morgan's in-house communications department, Joe Evangelisti's credibility with the financial media and other key stakeholders was an invaluable asset when observers began questioning the viability of some of the most hallowed names in the financial sector in the wake of the crisis that brought down Lehman Brothers and threatened so many others.

Evangelisti is well-regarded for his keen understanding of the often complex issues that underpin trust in the financial sector, and for his relationships with key media. Having joined Morgan in 1986, following a brief stint as an assistant buyer for a New York City retailer, he worked initially on internal communications, then media relations.



JON BANNER
EVP of Communications
Pepsico
@jon_banner1

Banner assumed communications leadership of Pepsico in May 2014, after joining the company in 2012 to oversee global strategy and planning. He now oversees the food and beverage giant's communications across all business units and global sectors, reporting to PepsiCo chairman and CEO Indra Nooyi. Prior to joining Pepsico, Banner amassed more than two decades of journalism experience, including senior-level executive and editorial positions at ABC News, where he led the rebranding of the news division, worked with the world's leading anchors, controlled all editorial, creative and financial aspects of the network's flagship broadcast, and managed a global team that included several hundred employees around the world.



JON IWATA
Senior Vice President, Marketing
and Communications, IBM
@coastw

Jon Iwata notably expanded his team over the past few months — Andy Whitehouse joined as his deputy in the role of CCO (Whitehouse joined from Willis Towers Watson) and Jeffrey DeMarrais joined from CA Technologies as IBM's chief external relations officer.

Iwata took over as head of IBM's corporate communications department in 2002 and quickly emerged as a prototype for the public relations professional of the future: a strategic thinker with a thorough understanding of how brands and reputations are built in the social media age and a trusted advisor to management. Iwata is responsible for a converged marketing and communications function at IBM, including the company's Smarter Planet branding and thought leadership initiative.



JONATHAN FRIEDLAND
Chief Communications Officer
Netflix
@jsf33

Friedland has been with Netflix since 2011 (he joined from The Walt Disney Company where he ran financial and legal communications), rising to chief communications officer one year after joining. Now he oversees a team that handles traditional media, social media and content publicity for Netflix in 190 countries. His team generates awareness globally for all aspects of Netflix— its brand, service and original programming— as well as defends and builds the company's reputation.

Before embarking on his communications career, Friedland spent more than 20 years as a foreign correspondent and editor for the Wall Street Journal and Far Eastern Economic Review.

JOY TAN

President of global media and communications Huawei Technologies

As president of global media and communications at Chinese technology giant Huawei, Joy Tan leads a diverse team of communications professionals across the globe focused on promoting the company's innovation and best practices.

Her efforts have helped the privately-held company become one of China's most powerful world players—it overtook Sweden's Ericsson to become the world's largest telecoms-equipment-maker earlier this decade—and to overcome concerns about its Chinese origins to become a genuinely global force.

JUAN MANUEL CENDOYA

SVP, communications, corporate marketing, and research Banco Santander

"Our clients know us to be a trustworthy, strong and solid brand, and this a reputation we aim to keep," says Juan Manuel Cendoya, who leads corporate communications and marketing at Spain's Banco Santander, one of the few financial services companies that can look back at the global crisis of recent years with any satisfaction, having diversified into emerging economies such as Brazil and via acquisition into established markets such as the US and the UK.

The bank operated under more than 20 separate names in 2004, but the emphasis since then on building the Santander brand has paid off. Cendoya has played a major role in that, leading the group's internal and external communications, corporate marketing, corporate social responsibility, institutional relations, economic research and public policy and serving as a member of the bank's global executive committee.



KATE JAMESChief Corporate Affairs and Global Marketing Officer, Pearson, @KateS|ames

James joined UK publishing and education giant Pearson in January 2014, after a three-year stint as chief communications officer at the world's most powerful charitable organization, the Gates Foundation. Since joining Pearson, she has overhauled the communications division in line with FT publisher's efforts to build a more cohesive global brand, which has included the establishment of a global corporate affairs function.

In her previous role, James led the foundation's efforts to raise awareness and build engagement around global poverty, health and US education issues, overseeing all communications and brand functions.



KEITH WEED
Chief Marketing &
Communications Officer, Unilever
@kcfw

Keith Weed became the first person to unify marketing, communications and sustainability leadership at FMCG Unilever, taking on the top role in 2010. He is also the first Unilever CMO to sit on the company's powerful executive committee, and has became an important proponent of the need for brands to embrace sustainability and social purpose, making him one of CEO Paul Polman's key lieutenants. In the process, Weed has become an example of the transformation underway in the CMO role, overseeing traditional marketing and communications duties, along with Unilever's ambitious sustainable business plan.

KELLY MCGINNIS

Chief Communications Officer Levi Strauss & Co @kellylmcginnis

Levi Strauss credits itself as the maker of the "quintessential American garment" — which is, of course, the blue jean. But CEO Chip Bergh (who McGinnis reports to) is the first say it takes more than the company's enduring brands to succeed. So, Levi Strauss is partnering with Google to design smart clothes and the company is continuing to showcase its sustainability mission, in addition to continuing to be on the forefront of social issues.

This is ultimately embodied in the company's values: empathy, originality, integraity and courage. As Chief Communications Officer, McGinnis is responsible for making sure these are demonstrated in all of the 160-year-old company's communication touchpoints.

KHALID I. ABUBSHAIT

Executive director, Saudi Aramco affairs Saudi Aramco

Abubshait brings four decades' experience of working in public and government affairs for Saudi Aramco, the oil giant that is often viewed as the world's largest private company. In 2014, he was named Gulf PR Man of the Year by IPRA, in recognition of his wide-ranging contributions to public relations in the Gulf and his hands-on approach to the development of the discipline and its human resources. Abubshait has oversight

for maintaining effective relations with the Saudi government, as well as managing the company's position through public affairs and media activities inside and outside the Kingdom.



KIM RUBEY
Head of communications
Airbnb
@rubeykim

On her LinkedIn profile, Rubey calls herself a "results-oriented communications professional" with expertise driving "highly-effective traditional and social media strategies at the corporate level, for political campaigns, and for government agencies." That trifecta is what Airbnb was hiring when Rubey arrived at the ubiquitous startup in November 2011, signaling a shift in the company's communications strategy. She joined after the hospitality disrupter took a big hit to its reputation when renters from the site ransacked an Airbnb host's San Francisco apartment. Since then — like transportation peer Uber — Airbnb's major battle is making the case for the legality of its service and how to manage taxes and legal liabilities. Rubey's combined experience in technology and politics likely serves her well in this capacity.



LESLIE MCGIBBONGlobal Head of Communications and Public Affairs, AkzoNobel @LeslieMcG

Since joining Dutch MNC AkzoNobel last year, Leslie McGibbon has embarked on an ambitious restructuring of its corporate communications operation, in a bid to support the company's attempts to behave less like a holding company for its various brands (which include Dulux), and more like an operating company with its own brand. McGibbon's efforts, which are still underway, involve a number of new departments within a newlycentralised communications function, focusing on such areas as content, creative, planning and social listening.

LINDA BOFFChief Marketing Officer GE @lindaboff

Linda Boff's vision for GE is to position the powerhouse as a "digital industrial company" across

the all audiences. The successor to the legendary Beth Comstock told the Wall Street Journal last year, she's excited about Snapchat, virtual reality and podcasting — "new platforms for storytelling."

Even as she's experimenting with platforms, her grasp on GE's culture and mission is solid. She'd been with the conglomerate for 13 years before taking over all of its global marketing, brand, sponsorship and customer experience (she reports into Comstock).

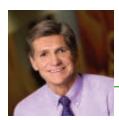
Over the past year, she and her team have raised awareness of GE's digital transformation with the ads featuring "Owen," a software developer who has secured his first job at GE and finds himself having to explain to his family and friends what developing for a digital industrial company means.

MARC MATHIEU

US CMO Samsung @marcfmath

Mathieu joined Samsung last year after four years leading global marketing at Unilever. He now oversees televisions, home appliances and mobile devices — but the core, he is looking for the company's follow-up marketing effort to "The Next Big Thing" campaign. So far, that's included a new campaign that focuses on the simpler, more mundane activities people can do with their Galaxy devices under four categories: Go, Explore, Create and Move. He's also a big advocate for virtual reality saying it "may be the closest to teleportation we will ever have in our lifetime."

At Unilever, Mathieu was responsible for the development of Unilever's global marketing strategy 'Crafting Brands for Life' to build brands with purpose that improve the lives of the people they serve.



MARC PRITCHARD
Global Brand Building Officer
Procter & Gamble

Marc Pritchard may not be a PR practitioner by trade, but as P&G's global marketing chief he oversees one of the world's largest public relations budgets, and one of its smartest PR operations. Pritchard has been quick to embrace PR's unique advantages since taking on his role in 2008, declaring in 2010 that "PR is the most

authentic form of marketing." In particular, Pritchard believes effective public relations can build meaningful relationships with consumers, turning them into customers, and turning customers into brand ambassadors.

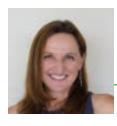
Pritchard has also helped P&G finetune its measurement and remuneration systems to better reflect the role PR plays in its campaigns and has ensured that P&G's PR agencies have a genuine, coveted, spot at the top-table of strategic brand planning. Pritchard has also overseen the landmark integration of the company's marketing and communications capabilities, which saw its entire public relations operation consolidate under his leadership.



MARCOS DE QUINTO EVP, CMO The Coca-Cola Company

When Marcos de Quinto was named the iconic company's new CMO in 2014, the media described his appointment as "surprising." Perhaps this is because De Quinto spent the previous 14 years as president of the company's Iberia business unit (which covers Spain and Portgual) — but unsurprisingly, this was a region where the world's best-known beverage maker won awards for innovation, strategy and commercial communication for "Benditos Bares."

De Quinto has been with the company since, amazingly, since 1982 as part of the marketing department of Coca-Cola Spain.



MARGIT WENNMACHERS
Andreessen Horowitz
Partner
@wennmachers

There's a running thread among some of Silicon Valley's most accomplished communications leaders today — they worked at OutCast under Wennmachers leadership. Wennmachers — and her co-founder Caryn Marooney — cultivated some of the tech sector's brightest stars during their 13 years running the firm that is still among the most soughtafter in Silicon Valley.

Wennmachers influence within tech circles seems to have, amazingly, only grown since she stepped away

from OutCast in 2010 and joined venture capital powerhouse Andreessen Horowitz as a partner. Earlier this year, the firm closed \$1.5 bn for its fifth and newest fund and in 2014, CNN Money named Wennmachers "the real queen of Silicon Valley." As a full partner at the influential VC player, she has played a critical role in deploying public relations as a competitive advantage, not only for Andreessen Horowitz, but for the many startups that it funds.

MARIE-NOËLLE BROUAUX

Executive communications director Carrefour

Marie-Noëlle Brouaux was named to retail giant Carrefour's top communications role in May of 2012, following the departure of her predecessor, Florence Baranes-Cohen. A former partner at Euro RSCG C&O, where she spent 12 years, Brouaux has experience counseling such clients as Lagardère Media, Kingfisher and McDonald's France.

MARTIN VON ARRONET

Senior vice president corporate communications Electrolux

Martin von Arronet was named to the senior corporate communications role at Swedish household appliances company Electrolux in May of 2012, taking responsibility for internal and external communications, public affairs and group Internet communications, reporting to president and CEO Keith McLoughlin. Arronet has joined Electrolux in the beginning of 2011, with responsibility for the group's media relations and issues management. Before that he was a managing director at Shell Exploration & Production in Sweden, communications manager at Svenska Shell, and group media spokesman for Royal Dutch Shell.



MARY OSAKO
Senior Vice President, Global
Communications
Activision Blizzard

Mary Osako is Senior Vice President of Global Communications at Activision Blizzard -- the gaming company that is home to blockbuster franchises Call of Duty, Candy Crush, and World of Warcraft. Reporting to CEO Bobby Kotick, Osako oversees global communications for the company, ranging from corporate positioning to executive and financial communications.

Prior to this, Osako led corporate communications at Amazon where she spearheaded initiatives encompassing corporate reputation management, executive communications and the launch of Amazon's drone delivery strategy.



MICHAEL MAND
Chief Communications Officer
CAA

Michael Mand heads all corporate communications for CAA — the world's largest entertainment and sports agency that represents some of the most recognized names and faces on the planet. CAA has more recently expanded beyond talent representation to strategic marketing and other startup ventures to diversify its revenue streams.

Mand joined in 2001 after an unconventional start to his career. He started his career at Burson-Marsteller in New York — followed by a string of "odd jobs" that contributed to the depth and thoughtfulness Mand brings to the craft. After moving to Los Angeles, he worked at MSLGroup before joining CAA.



MIKE FERNANDEZ
Corporate vice president, corporate affairs
Cargill

Before joining Cargill, where he currently serves as corporate vice president, corporate affairs—a role he will have vacated by the time this survey is published—Mike Fernandez previously held senior corporate communications positions at companies in a wide variety of industries, from insurance (State Farm Mutual) to food (ConAgra) to telecommunication (US West). In each case, he was brought on board to help the company deal with specific threats, ranging from legal and regulatory challenges to natural disasters.

At Cargill, the challenge was less obvious, but no less critical. As a privately held company, Cargill had not always been subject to the same level of scrutiny as its publicly-traded peers. But with 142,000 employees in 67 countries, and a major role in the world's food supply, it was clear that the company needed to embrace increased transparency rather than resisting it.

MICHAEL O'NEILL

SVP, corporate affairs and communications American Express @minkoneil

From addressing the causes and effects of the global economic crisis to defending American Express against retailers' charges of anti-competitive to burnishing the company's brand among high net worth Americans, Michael O'Neill has plenty of his plate as senior vice president of communications at the financial services giant.

In that role, O'Neill heads the company's communications group and is a member of the American Express global management team, serving as the company's principal spokesman and supervising media relations; employee, online and shareholder communications.

MUKUND RAJAN

Brand Custodian, and Member - Group Executive Council, Tata Sons @Mukund Rajan

Tata Sons, which oversees India's giant Tata conglomerate, created the brand custodian role in 2013 specifically for Mukund Rajan, a 20-year company veteran. As the first group-level corporate affairs role in Tata's history, Rajan's position is a critical one, overseeing stakeholder engagement at a company that prides itself on a reputation for good corporate behaviour. As brand custodian and group spokesperson, Rajan is charged with managing all communications and brand related activities for the group in India and overseas, and has spoken persuasively of the need for PR to have a seat at the leadership table. His appointment was the first major one by Cyrus Mistry, who became chairman of the group upon Ratan Tata's retirement in 2012.

NICK FOX

Director of External Relations Virgin

Nick Fox started his career in 1992 as a financial journalist at the Sunday Telegraph covering Virgin and getting to know its founder Richard Branson. Fox joined the Virgin Group in 2007 and now sits on the board of Virgin Care and Virgin StartUp.

While it's easy to see why Fox was drawn to working for the iconic Branson, Fox explained the challenge of the job in a Q&A on the company's website.

"Richard is invigorating; he never takes no for an answer, which can be challenging, but he's also great at listening to both sides of an argument. If I ever advise him against something, he'll almost definitely still want to do it, but always tests the reason behind my advice. He's created a culture of pushing the boundaries and it's a great one."

NICOLA WILLIS

Director of global stakeholder management Fonterra

New Zealand dairy giant Fonterra has had a bumpy ride over the past few years—a product contamination and recall that impacted the company's business in China, followed by a blackmail threat and a worldwide collapse of dairy prices—so it's no surprise that it was looking for a replacement for longtime communications chief Kerry Underhill it turned to someone with experience in the high-pressure, high-stakes realm of politics.

As director of global stakeholder management, Willis leads the development and execution of Fonterra's strategy for building and sustaining strong relationships with its key stakeholders including governments, NGOs, key opinion leaders and others, with a huge focus on trade issues (she also serves as a national board member of ExportNZ).



NIGEL POWELLChief Communications Officer
Nike, Inc

During his 17-year run at Nike, Powell has surely seen every conceivable PR issue, at a company that has faced numerous stakeholder challenges. Through it all, the Briton has demonstrated a deft media touch, overseeing such areas as global brand management, youth marketing, influencer communications, corporate reputation and crisis management. Powell oversees a team of 250 professionals at Nike, after ascending into the top comms role in 2005, and guides corporate, consumer and employee communications activities for Nike Inc., including the Nike brand, Converse, the Jordan Brand and Hurley. Nike's Global Community Impact teams also report to Powell. Before joining the company, Powell worked in both agency and inhouse roles in London and Brussels.

NIKKI TWOMEY

Director of Global Reputation & Marketing Services Standard Bank @NikTwo

Nikki Twomey has a broad remit at Africa's largest bank, overseeing the group's brand and sponsorship strategy, along with reputation, corporate communications and social relevance. Under her watch the South African bank has been named Africa's most valuable bank brand, reflecting the company's focus on its long-term reputation. Twomey, who has been in her current role for more than five years, has spent over 17 years with Standard Bank.

OLGA PODOINITSYNA

Global Head of Communications and Marketing VTB Capital

VTB Capital, Olga Podoinitsyna is a member of the company's board—a level of seniority achieved by relatively few public relations professionals even in more developed markets.

Responsible for the development and implementation of VTB Capital's communications and marketing strategy, and for communications across Europe, Asia, the Middle East and the USA, Podoinitsyna has overseen the company's transition from a new market player to an established name in the global investment banking community.

VTB Capital has also been named Russia's most transparent investment company in each of the past three years, a priority for Podoinitsyna, who says: "A transparent communications policy is one of our top priorities. VTB Capital's active participation in the global dialogue is important for raising awareness of investment opportunities in Russia among the international economic community."

OSCAR SURIS

Head of corporate communications Wells Fargo & Company @OscarSurisWF

As head of corporate communications for Wells Fargo, Cuban native Oscar Suris is the public relations counsel to the financial services giant's management. He directs the company's media relations, with a focus on communicating the vision and values to employees, customers, communities, and shareholders.

Suris joined the company in September 2009, having previously served as director of corporate communications and development for Ford Motor Company.



PAULO HENRIQUE SOARES

Director, Corporate Communications Vale S.A.

Soares succeeded Sergio Giacomo last year to head communications at Brazilian mining giant Vale, dubbed the "biggest company you have never heard of" by The Economist. He joined the company 19 years ago, and has worked in various roles during his tenure with the company. Amid sustained global expansion, Soares has ushered in a considerable rethink of Vale's employee engagement practices, which he believes has helped build a new corporate culture at the company.

PETE MARINO

Chief public affairs and communications officer MillerCoors

Having conquered the agency business—building one of the most creative midsize firms in the US before selling it to Minneapolis-based ad agency Olson—Marino has spent the past four years making the client side of the business look easy.

He was named chief public affairs and communications officer at the MillerCoors in September 2014, having served as vice president of communications at MillerCoors since 2012 and according to a memo from chief executive Tom Long to employees having "led a significant talent upgrade in the function, launched the highly acclaimed MCTV platform and delivered successful major events like the MillerCoors distributor convention and fall distributor meetings."

PETER HENSHAW

Group Head of Communications BP

@PeterHenshawBP

Henshaw was initially charged with rehabilitating BP's battered reputation after the company's calamitous oil spill in 2012. He took on the role in early 2011, after several years working alongside new BP CEO Robert Dudley at the company's Russian joint venture. In between, Henshaw spent two years heading PR and public affairs for BG Group. A lawyer

by background, Henshaw has spent two decades at BP, in a variety of legal and communications roles across Australia, Azerbaijan and Russia.

PHIL THOMSON

SVP, Communications & Government Affairs GlaxoSmithKline

Thomson has spent 19 years with GSK, serving in numerous in marketing and public relations roles before being entrusted with global communications responsibility in 2010. In 2014, he added government affairs to his remit, which already included responsibility for media relations, investor relations, corporate responsibility, internal communications and product communications.

Thomson's expanded duties come at a time of considerable change in the pharmaceutical industry, and he has publicly pledged to help the company embrace a more "open culture." He is often viewed as one of GSK CEO Andrew Witty's key lieutenants, entrusted with helping deliver his leader's vision of a more transparent, responsible company.

PIERRE GOAD

Group Head of Human Resources HSBC

The last couple of years have been challenging for HSBC, which like all financial services companies was at the center of the global economic crisis and then found itself embroiled in a crisis over helping clients avoid taxes. It was a challenging time for the bank, but it raised the profile of communications chief Pierre Goad, who earned plaudits both for the response and for his candor in discussing where the company could have done better.

Indeed, Goad's contribution to the company was underscored by his promotion to a new role as group head of human resources last year. It is still unusual for someone with a background in PR to get a broader management role within an organization—and is a strong endorsement of the benefits that accrue when a smart communications professional has a seat at the top table.



PRAGNYA RAM
Group Executive President,
Corporate Communications &
CSR, Aditya Birla Group

Ram oversees corporate communications for \$40bn Indian conglomerate Aditya Birla Group, which now derives more than 60 percent of its revenues outside of its home market. Just as importantly, perhaps, is her leadership of the company's CSR function, which includes numerous industry-leading community development initiatives, including 46 schools and 18 hospitals. Prior to joining Birla in 1997, Ram spent a decade heading communications at Hindustan Ciba-Geigy.



RACHEL WHETSTONESVP for policy and communication
Uber

Since Rachel Whetstone left her plum post at Google last year to lead policy and communications at Uber (replacing Obama strategist David Plouffe), she's rebuilt the startup's team with Googlers. According to Re/Code, she slashed most of Uber's existing team — among them, former president Bill Clinton spokesperson Matt McKenna and Lane Kasselman. The new Google-heavy team is filled with those with public affairs expertise. More is emerging about Whetstone's style that Re/Code describes as "assertive," in part, because of her affinity for retorting with GIFs.



RAY DAY
Group Vice President,
Communications
Ford Motor Company
@rday1

Ray Day has helped to revolutionize Ford's market positioning—from automaker to technology leader—and its corporate reputation, focusing on environmental leadership alongside product performance. As a result, Ford is gaining market share for the first time in more than a decade. And its communications is now being benchmarked as best practice by several Fortune 500 companies. Reporting to Mark Fields, Ford's chief executive officer, Day leads the company's global external and internal communications and public relations activities to audiences including customers,

employees, dealers, suppliers, news media, communities, governments and policy makers.



ROBERT GIBBSExecutive vice president and global chief communications officer, McDonald's

Given that McDonald's announced its new CCO and its new CMO at the same time, and that both roles report to new CEO Steve Easterbook, it is clear that the fast food behemoth sees a continuing need for separate functions at the highest level of the company. And given that it selected former Obama aide and White House press secretary Robert Gibbbs to lead the corporate relations function— which manages internal and external communications and government and public affairs—it also appears to have at least one eye on the political and social issues that surround everything from its nutritional value to its employee practices.

He joined McDonald's from The Incite Agency, a strategic communications advisory firm he cofounded in 2013.



ROMA BALWANI
President, Group
Communications, Sustainability
& CSR, Vedanta Group

Roma Balwani has carved out a reputation as one of India's most outspoken PR professionals, both inside and outside her company. And Balwani will likely need all of those qualities in droves at Vedanta Resources, the mining group that has attracted more reputation scrutiny than most. Balwani, who reports to CEO Tom Albanese, sits on Vedanta's executive committee, with the sustainability, CSR and communications functions all reporting into her. Prior to joining Vedanta, she spent six years as Mahindra's communications and CSR head.

@RBalwani

ROXANNE TAYLOR

Chief marketing and communications officer Accenture @roxtayor

Some professional services companies have embraced marketing and public relations with seeming reluctance; Accenture is not one of those.

Roxanne Taylor has been responsible for Accenture's marketing and communications activities globally, including market development, digital marketing, social media, corporate and financial communications, industry analyst and media relations, brand management, advertising and research, for the past decade. She leads a global team of more than 900 marketing and communications professionals and serves on Accenture's global management committee. Most recently, she led the development of a new digital platform for Accenture, including a new website design with integrated social, mobile and content strategies.

RUDOLF RAMSAUER

Senior vice president, corporate communications director Nestle

There's something about Nestlé's ubiquity around the world that makes the company a magnet for controversy, to the lingering ill-will generated by the company's marketing of infant formula in Africa to the more recent furor over its use of palm oil from Malaysia.

Perhaps it's the company's sensitivity that makes it a tempting target. Nestlé is a company that wants to be liked, as corporate communications director Rudolf Ramsauer makes clear when he talks about the need to "create shared value" rather than using PR as a tool to "lobby" stakeholders. Ramsauer is responsible for relationships with employees, consumers, governments, NGOs, community associations, and investors and has developed an approach that begins with listening and focuses on personal engagement rather than an over-reliance on media channels. That approach—along with a willingness to recruit people with NGO experience to help build bridges—has led to strong alliances, including some with former critics.

SABIA SCHWARZER

Head of group communications Allianz Group @sabiaschwarzer

Sabia Schwarzer is viewed as one of the best of a new breed of German communicators, challenging a PR landscape that is often typified by an reluctance to take risks. She took on the top communications job at Allianz last year, after spending two decades with the insurance giant, in a variety of senior marketing and communications roles across the world. Schwarzer has big shoes to fill at Allianz,

succeeding 23-year corporate comms head Emilio Galli Zugaro, but several industry observers believe that she has what it takes to usher in change across the company and even, more broadly, the communications industry.



SALLY SUSMANExecutive vice president, corporate affairs
Pfizer

Sally Susman is a staunch advocate for the view that only earned media can deliver the authenticity and credibility that companies need to build reputation. "If we pay, it's immediately tainted," she said, addressing the loss of public trust in big pharmaceutical companies. So in her role as Pfizer's senior communicator, Susman has invested in efforts such as the "Maintain" program, which offered free prescriptions to patients laid off during the economic crisis, or the company's award-winning push into social media—which many pharma companies continue to regard with suspicion.

SARAH MANLEY

CMO Burberry @sarahmanley2

As CMO of Burberry, Sarah Manley oversees all aspects of public relations, marketing and advertising, working closely with creative director Christopher Bailey to embed digital across its offering, in a in a sector that is not always known for a modern communications approach.

Under Manley's leadership, Burberry was a genuine digital pioneer and has since built an impressive online following. From selling through its own social networks and marketing through videosharing platform Periscope and photo-sharing app, Snapchat, Burberry is one of fashion's most dynamic, responsive and consumer-facing brands. At its latest London Week fashion show, the brand announced a 'see now, buy now' strategy, enabling shoppers to buy clothes straight from the catwalk.



SIMON SPROULEGlobal Director of Marketing & Communications
Aston Martin
@ssproule101

Simon Sproule has built a reputation as one of the automotive sector's smartest PR practitioners, and left Tesla in 2014 to become global head of marketing and communications at Aston Martin. Prior to Tesla, Sproule spent several years at Nissan, where he became one of the first executives to oversee an integrated PR and marketing function. Sproule was associated with Nissan since joining the company in 2003, broken only by a two-month stint as Microsoft's global communications director. A keen advocate of 'brand journalism', Sproule's work at Aston Martin involves a sharper content focus for a luxury brand that is best known for its association with James Bond, and he has already ushered in the kind of integrated communications and marketing operation that has been a hallmark of his career to date.

STEPHEN DOHERTY

Managing Director, Head of Corporate Communications Barclays

Affable and incisive, Doherty joined Barclays in mid-2012 as the bank struggled to get to grips with a succession of reputation crises. And his first week in the newly-created position was something of a baptism of fire, coinciding with the departures of his chairman and and CEO, amid the interestrate manipulation scandal. Yet the former Diageo man is nothing if not resourceful and joining an organization at rock-bottom (in reputational terms) has had its advantages. Since then, Doherty has helped guide Barclays towards a more enlightened view of corporate reputation, advocating for behaviour rather than just communication and building a strong function at the bank.



STEPHEN FORSHAW
Managing Director of Corporate
Affairs & Managing Director,
Australia & New Zealand
Temasek, @stforshaw

As head of communications at Singapore-owned investment firm Temasek, Forshaw handles one one of Asia's toughest PR assignments, overseeing the sensitive reputation of a company that has

attracted its share of criticism in foreign markets. He joined the company in 2011 from Microsoft, having previously led PR and public affairs for Singapore Airlines. A political communicator in his native Australia, has since expanded his role to include operational oversight of Australia and New Zealand.

STEVE JOHN

Global Head of Communications McKinsey & Company

Steve John joined McKinsey as global communications head in early 2014, taking on an influential role that had remained vacant since the departure of Michael Stewart to Edelman in 2013. John joined McKinsey from Bupa, where he spent almost five years as corporate affairs director. At McKinsey, John's duties include external communications, public affairs, media relations, issues management and internal communications. He also leads brand management, digital comms, CSR and alumni relations.



SUZANNE MCCARRON

General manager of public and government affairs Exxon Mobil Corporation @suzannemccarron

Leading communications efforts for Exxon Mobil has never been the easiest job in the PR business from the Exxon Valdez disaster to its role in global warming denial, the company's recent history has been controversial to say the least. But having spent nearly two decades—she joined in 1998—with the company, Suzanne McCarron could not have been better-prepared for the challenge.

SY LAU

President, Online Media Group Tencent @SengYeeLau

A former adman with experience of working in some of the world's biggest firms, Lau is now responsible for marketing and branding at Tencent, the Chinese online giant that is now the world's third largest internet company. The explosion of China's internet scene has seen Lau become an influential global figure, and he has been named one of the world's most influential people in media and marketing by Advertising Age. Lau joined Chinese internet giant Tencent in 2006 and now serves as president of the company's online media group, a critical position that oversees Tencent's marketing offer to brands,

one that has become particularly appealing with the seemingly unstoppable rise of mobile messaging platform WeChat.

TONY CERVONE

Senior Vice President, Global Communications General Motors Company

When General Motors found itself embroiled in yet another major crisis in the first half of 2014, new chief executive Mary Barra—already under fire for her performance in front of a congressional hearing—turned to automotive industry veteran Tony Cervone to take over the company's global communications function.

Barra had already committed to greater transparency, and to changing the culture that led to the crisis, but Cervone helped the company seize the initiative and tell a proactive story.



TOROD NEPTUNE

Corporate Vice President, Corporate Communications Verizon Communications @torodneptune

Torod Neptune has been one of the industry's most effective change agents — from championing the business impact of communications to restructuring for the modern era of communications. For instance at Verizon, Neptune redesigned the traditional hierarchical composition of the communications team in to a modernized model that borrows from 'Agile' and 'Design Thinking' and organizes people around new digital skills instead of traditional functional competencies. He has also created a blueprint for driving brand influence by taking a creative, data informed, and insights heavy approach to building Verizon's global brand reputation by focusing on 'impact at scale.' His Verizon team is leading efforts to integrate data, analytics and technology in to the practice of communications that delivers creativity, discipline and business outcomes.

WRENELLE STANDER

SVP, Public Affairs Sasol

A rare example of an operational leader who has made the transition into a senior communications role, Wrenelle Stander served as managing director of South Africa's Sasol Gas for almost four years, leading a complex three-year process to transition

314 natural gas customers from one pricing dispensation to another. Now SVP of public affairs, Stander also serves as director on a number of subsidiary boards within Sasol.

Before joining Sasol, Stander served in various capacities within the public sector including the position of deputy CEO of the South African Civil Aviation Authority, and the MD of the Air Traffic and Navigation Services Company amongst others.

YOUNG-KEE KIM

EVP, Chief Relations Officer LG Electronics

Kim is the highest-ranking public relations person at Korea's LG Electronics, responsible for industry relations, governement relations and organizational culture. He has held the role since 2007, successfully implementing a cooperative industrial relations model through LG's massive global network. It is an achievement that Kim's background has prepared him for — his 30 years at LG have included considerable work in labour relations and human resources.



ZENIA MUCHAExecutive vice president and chief communications officer The Walt Disney Company @zeniamucha

Google Zenia Mucha's name and one of the top results introduces her as "the Karl Rove of the Magic Kingdom," a reference to the influence she wields within the company and the message discipline with which she holds the company line with reporters and others.

Mucha has overall responsibility for communications policies and strategic positioning at The Walt Disney Company and its diverse global businesses, including media networks, parks and resorts, studio entertainment and consumer products. She serves as the chief spokesperson for company and oversees media relations and communications strategy. Under her direction, Disney launched D23, the first-ever official Disney fan club, with members in all 50 states and 35 countries.



The following research is based on responses from a survey sent to this year's Influence 100, and when applicable, our own analysis and research.

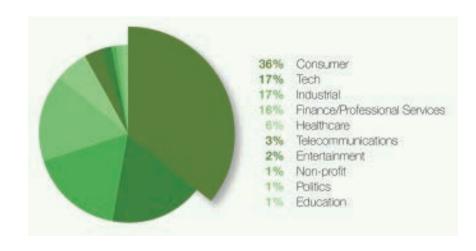
GEOGRAPHY

We strive to ensure the Influence 100 reflects the global, interconnected economy that we operate in. Thirty-percent of this year's list were new this year, sparked mostly by the rise of new executives, industries and companies. The US typically comprises about 50% of the list — this year that number rose to 55%. Meanwhile, the UK held steady at 12%. Fifteen executives from Europe made the list, while Asia-Pacific had six names, six executives from Middle East/ Africa and one executive from Latin America.



SECTORS

We added new sectors this year to better represent the widerange of industries recognized on the Influence 100. Consumer continues to dominate with 36% (30% last year), among them Kimberly-Clark, Mondelez, Ford, IKEA and McDonald's. Tech's importance to the economy was reflected in a showing from communications leads from Facebook, Amazon, Airbnb, Uber, among others. Tied for the second-highest ranking sector, industrials (17%) included names from Chevron, Vedanta, Vale, Monsanto and United Airlines.



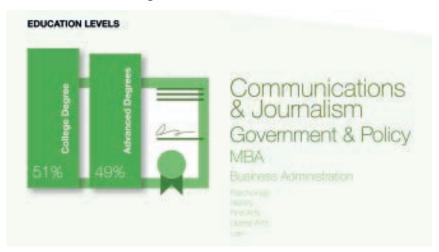
GENDER & TENURE

The tenure of Influence 100 communicators is, down slightly to 9.3 years (from 9.5 years in 2015) — in part because there are several executives on the list who are relative newcomers to their organization. Among these, KPMG's Chris Monteiro, United Airlines' Jim Olson and Coca-Cola's Marcos de Quinto have been in their posts for less than a year.

The gender balance of the Influence 100 climbed slightly this year with women making up 36% of the list. As seen in the Rising Stars list of tomorrow's CCOs, we expect the gender imbalance will continue to shrink as more and more women are positioned to take the top roles in coming years. It is estimated that 70% of the PR workforce is made up of women.

THE EARLY DAYS - EDUCATION

Based on a survey of those selected for inclusion in this year's Influence 100, 49% have advanced education beyond a bachelor's degree (down from 57% last year). Journalism and communications were the most popular field of study, followed by government & policy, business and various aspects of liberal arts. The Influence 100 also includes individuals with degrees in law and the sciences, among others.



THE EARLY DAYS - CAREER

More than half (54%) selected public relations as their first career — up from about 40% in the same survey in 2015. Politics and journalism were the most common first careers, other early career choices included sales, hospitality and the armed forces.

THE ORGANIZATIONS

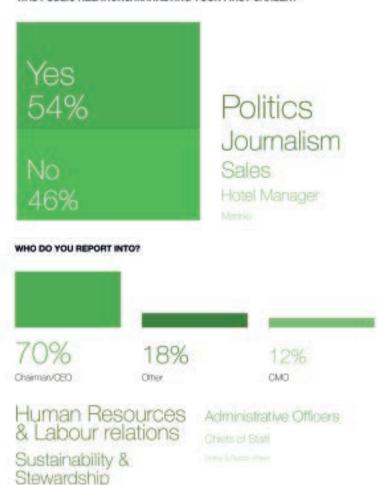
The following sections explore the organizational structure and budgets that the Influence 100 operates within.

A staggering 70% (up from 60% in 2015) of the Influence 100 report to the chairperson or CEO of their organization; 12% report to the chief marketing officer (down from 13% last year). The remainder (18%) report elsewhere.

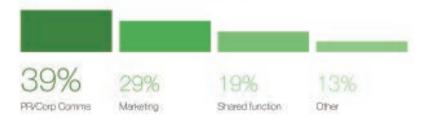
THE BUDGET

The number of executives who oversee a PR budget greater than \$100m is down to 14% from nearly one-third last year. Interestingly, last year's 27% was down from 50% in the previous year. Meanwhile the number of people who peg their budget between \$75m and \$100m held relatively steady at 10% and the number who report a budget between \$50m to \$74m skyrocketed to 28% up from 10% in 2015. Nearly 40% oversee budgets that are \$10m or less. This means the 100 most influential corporate communicators in the world are

WAS PUBLIC RELATIONS/MARKETING YOUR FIRST CAREER?



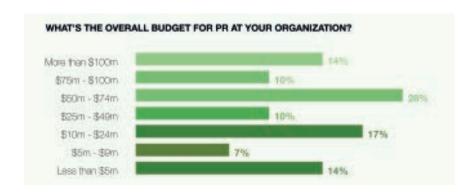
WHICH DEPARTMENT IN YOUR ORGANIZATION HAS PRIMARY RESPONSIBILITY FOR SOCIAL MEDIA?

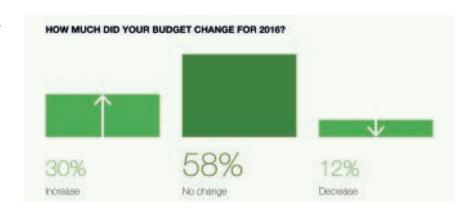


likely responsible for budgets well in excess of one billion dollars.

The number who saw budgets increase is down to 30% from about 40% in 2015. Among this group, respondents were equally split between budget increases +10% and those with increases less than 10%. Only 12% experienced contracting budgets this year, but among that group, 8% had budgets cut 10% or more. The vast majority of respondents — 58% — said their budget remained flat in 2016.

The glow of content is showing signs of fading — 59% said they expect to increase their spend on content development next year, down from 71% last year. Meanwhile, the sharp investment in social media also seems to be slowing as only one-third plan to spend more on paid social media and 41% plan to spend more on organic social media — this is down from 67% in 2015 and 80% in the year before. Half expect to increase their spend on PR/ corporation, up slightly from last year and pointing towards a slight resurgence in traditional tactics. Analytics and measurement has surged to 50%, up from 38% last year, meanwhile advertising was down to 3% from 24% (although this could be because we added the paid social media option this year) and experiential is down to 9% from 19% in the year prior.

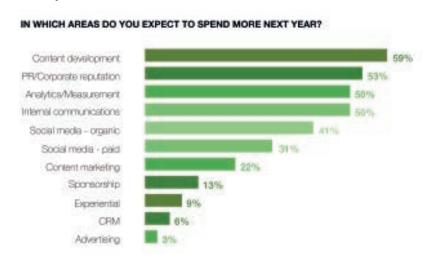




THE TEAM

Half of respondents manage teams of more than 100 people (down from 65% of last year's respondents), while 37% of respondents oversee teams between 21 to 100 people. Thirteen percent oversee teams of 20 people or less, up slightly from last year's 10%. There's

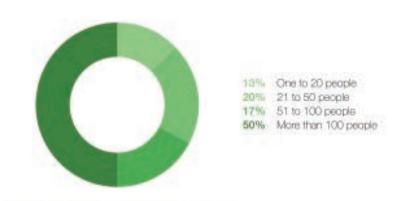
some evidence the hiring frenzy of last year is cooling — 27% lowered headcount in 2016 compared to only 6% in 2015. Slightly less than one-third increased their team (last year, it was half) and 46% kept their headcount steady.



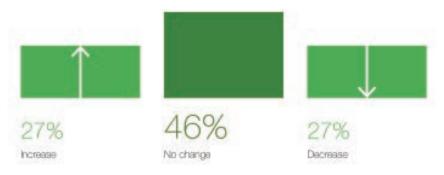
THE AGENCIES

The following sections explore budgets and attitudes around agency partners.

WHAT SIZE IS YOUR TEAM?

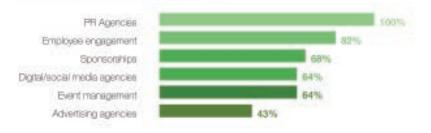


HOW MUCH DID YOUR TEAM CHANGE FOR 2016?





FOR WHICH OF THE FOLLOWING HIRING DECISIONS ARE YOU THE PRIMARY DECISION-MAKER?



THE INSPIRATION

Brands & Companies

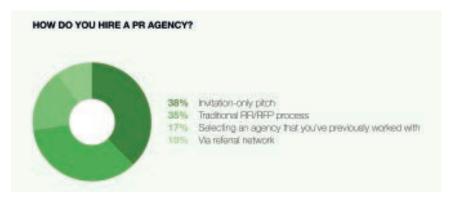
Asked to identify companies, other than their own, that managed brand communications and corporate reputation most effectively, the list largely built on last year's — demonstrating the lasting impact of a well-managed reputation. Virgin America and Volkswagen both dropped from the list amid their own challenging news cycles, Coca-Cola, Facebook, Whole Foods and Burberry also faded. Meanwhile Unilever, [&], Starbucks, Southwest Airlines, BMW, GE, Nike, IBM, Apple, Disney and Google returned for a strong showing. Several brands and companies new to the list made the cut this year, among them: Under Armour, Lego, Salesforce, P&G and Shell.

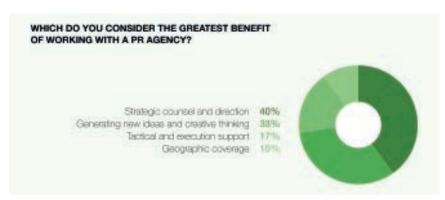
Communicators

The inspiring communicators list remains largely male — Facebook CCO Sheryl Sandberg is the only woman to make the list this year. Last year's favorite Pope Francis wasn't on this year's list, but the other popular choice — US president Barack Obama — made another showing, along with Jon Iwata and Howard Schultz. Several new names emerged this year, among them: former US president Ronald Reagan, Google's Larry Page, WPP's Sir Martin Sorrell, Macy's Terry Lundgren and new billionaire lamie Dimon.

WHICH BEST DESCRIBES YOUR APPROACH TO USING PUBLIC REATIONS AGENCIES?









THE INFLUENCE 100

Agencies

Edelman was — for now the fourth year in a row — the most frequently cited public relations agency when respondents were asked which firm they most admired. Other firms that made repeat showing include Burson-Marsteller, Weber Shandwick, the WPP network, The OutCast Agency, Brunswick, meanwhile Hill + Knowlton re-emerged.

FAVORITE COMMUNICATORS



INDUSTRY REPUTATION



THE 2016 INFLUENCE 100 THE CROSSOVER STARS

The Holmes Report created a new category for those communicators whose career trajectory spans into a business function within their organizations.



BETH COMSTOCKVice Chair
GE

Beth Comstock's promotion to vice chair leading GE Business Innovations seemed like an inevitable accomplishment given her career trajectory from corporate communications into broader management roles. Not only is this a groundbreaking achievement for communications, Comstock also becomes the first woman in GE's history to be named vice chair and joins three other executives who hold the title.

DAVID D'ALESSANDRO

Chairman of the board, Seaworld Parks & Entertainment

David D'Alessandro was perhaps the prototype for public relations executives seeking to expand beyond the communications function and into the *C*-suite.

He was named president and COO in 1998 and was lead strategist of the firm's demutualization and conversion to a public company, In 2000 he became chairman and CEO until his retirement in 2004.

His current role, chairing the board of Seaworld, provides plenty of opportunity to draw on his PR experience as the company navigates its own crises.



JOHN FALLONCEO
Pearson

John Fallon's trajectory is especially unique — he joined the education company as director of communications in 1997 and within three years was named president. He's been the company CEO since 2013, taking on the job of "encouraging all 40,000 colleagues, in 70 countries, to work as one global company."

SIMON PEARCE

Special Advisor to the Chairman Executive Affairs Authority Of Abu Dhabi

Entrusted with building and protecting Abu Dhabi's reputation, Pearce has a big budget and an even bigger remit. He is considered one of the UAE's most influential officials, particularly close Khaldoun Al-Mubarak, for whom he helped "smooth the communication of the Manchester City Football Club takeover" according to the WSI.



SUE CLARKManaging Director, Europe
SABMiller

In 2012, Clark became that rarity in the PR world, a communications head who moved into the C-suite to become managing director of SABMiller in Europe. She had previously headed the brewing giant's global corporate affairs function for nine years, after amassing significant corporate communications experience at Railtrack and Scottish Power. Clark sits on SABMiller's executive committee.



Our fourth annual Innovator 25
North America expands this year
to the Americas to include Latin
America and Canada. This year's
innovators made the cut because
they're producing work that
points to the future of marketing
and communications. We've
heard the buzzwords words many
times — courageous, authentic,
game-changing, shareable, sticky
— these 25, in some capacity,
have put these into action.

For more research on the Innovator 25 and to read their full profiles, including Q&As please visit:: www.holmesreport.com/ranking-and-data/innovator-25/innovator-25-2016



ALEX THOMPSONVP of communications/public affairs
REI

"We broke the mold for retail."



ALLAN DIBHead of Market Insights
W2O Group

"My career highlight is the insights and research work I did for the #likeagirl campaign. But it is dangerous to only focus on 'big' innovations."



CHAD LATZGlobal president of digital innovation
Cohn & Wolfe

"What is innovation if not a disruptive force that captures the attention of the public? And that's exactly what the most successful PR work accomplishes."



CHARLIE WITKOWSKIGM/VP/creative director
Olson Engage

"When it comes to getting final sign-off on the most innovative ideas, we still have a long road to travel as an industry."



CHRIS PERRY
Chief digital officer
Weber Shandwick

"Real innovation is accelerating at the intersection of social, content and commerce."





CINDY GALLOPFounder
MakeLoveNotPorn
IfIRanTheWorld

"Seek out, welcome, embrace, champion, celebrate and reward the talents, skills and creativity of women and people of color."



ELAINE LEAVENWORTHChief marketing and external affairs officer
Abbott

"When you expose yourself to a diverse set of voices and information, you can connect seemingly disparate bits of information and come up with a true insight."



ERIKA BENNETTVice president
Allied Integrated Marketing

"Embracing diversity in experiences is an essential part of building a team that consistently delivers breakthrough work and has been the cornerstone of the most successful marketing teams."



GABRIEL ARAUJOVP/Executive creative director
Little George & Ketchum

"I believe the future belongs to the agencies that inject diversity of thought into their people and their process."



JAKE ROSEN
SVP/Senior partner leading social & creative for the West Region
FleishmanHillard

"The heart of innovation is the applications of this data to the artistry of storytelling and creativity."



JANICE KAPNER SVP/Corporate communications T-Mobile

"Innovation means challenging the status quo and pushing the boundaries."



MICHAEL COATES CEO Americas Hill + Knowlton Strategies

"We now have permission to do just about anything."



JESS CLIFTON US managing director, strategic growth/developments Edelman

"Consumers are getting used to and adopting innovation - now we really need to be talking about disruption."



MONTE LUTZ Global head of communications and digital marketing Activision

"No matter how many people we have creating content in-house or at our agencies, we will never be able to come close to the sheer voice, volume, creativity and passion of our community."



JOSH ROSENBERG Co-founder/CEO Day One

"I find that travel is the best way to disconnect and to find inspiration around each and every corner, in every conversation and in every bite."



NICOLE MOREO Director of research and insights Peppercomm

"There are still far too many barriers between disciplines, and PR is still an afterthought for some."



MANNY VEIGA Podcast host March PR and Hacks & Flacks

"Everyone in marketing wants to do something new or interesting, but we're also all heads-down on taking care of the next goal or objective."





MARGI BOOTH Chairperson at M Booth/EVP at Next fifteen

"Innovation is not fleeting, but causes fundamental change and makes us stop and say 'that's just amazing."'





RICH KYLBERG

VP of corporate marketing & communications

Arrow Electronics

"Innovation comes from connecting dots between seemingly unrelated worlds; zoos and corporations, or art museums and engineering labs, for example."



STEPHANIE SMITH Chief client development officer MSLGroup

"#FirstSevenJobs: babysitter, salesperson, office assistant, desk assistant, production associate, assignment desk editor, producer."



ROBERT DOWLINGFounder/CEO
Hudson Cutler & Co

"Technology is increasingly finding its way into the center of marketing campaigns because that's how people live today."



TEDDY GOFFCo-founder
Precision Strategies

"I am biased, but I believe Hillary Clinton is running the most technologically and analytically innovative campaign ever."



Executive director of digital media & innovation
MullenLowe/MediaHub

"The marketing industry has built tremendous technology for finding and reaching audiences but is woefully behind in bringing that same level of innovation to actually telling engaging and relevant stories."



TY MONTAGUEFounder
co:collective

"Huge businesses are being built with almost no marketing spend at all. New game. New rules."



STACEY FERGUSONChief Curator
Be Blogalicious

"The creative use of various platforms - from Periscope to Instagram and beyond - is a refreshing commentary on the power of voices, and the need to connect with one another."





Our second Innovator 25 class in EMEA again provides a unique glimpse of our industry's future, shining the light on those individuals who are reshaping influence and engagement in an era of dramatic marketing and communications disruption.

For more research on the Innovator 25 and to read their full profiles, including Q&As please visit: www.holmesreport. com/ranking-and-data/innovator-25/innovator-25-2016



ABHINAV KUMARChief communications & marketing officer, Europe
Tata Consultancy Services Brussels

"No change has ever come about without someone having the courage to challenge how things are done"



ALEX MALOUF
Corporate communications manager,
Arabian Peninsula
Procter & Gamble
Dubai

"The better you know who you're trying to engage with, the more innovative you can be"



ALEXANDRA DIMIZIANI
Global marketing director
Airbnb
San Francisco



DANIEL UREÑAManaging partner
MAS Consulting
Madrid

"Questioning how things are done and asking yourself why not is a good first step to bring change"



CANDACE KUSSDirector of social medi
Hill+Knowlton Strategies
London

"Be super honest with yourself and your organisation in terms of where you are now and where you want to go"



ELODIE MONCHICOURT-LECUYER
President Matriochka
Influences
Paris

"Innovation only makes sense if it genuinely responds to the expectations of the time"

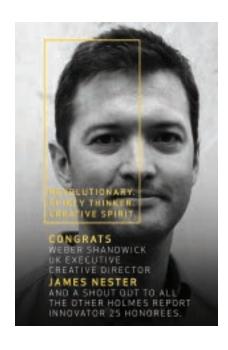


CECILIA WECKSTROM
Global head of Lego.com & consumer experience
Lego Group
London



GERRY HOPKINSONCo-founder
Unity
London

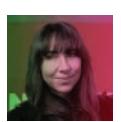
"Experimenting means embracing failure. Learn from your mistakes, but welcome them"





JAMES NESTER
Executive Creative Director,
UK & EMEA
Weber Shandwick
London

"There are a lot of good talkers in our industry. Don't just talk. Do it. Prove it."



JANE MCDAID
Founder & chief creative officer
Thinkhouse
Dublin/London

"My brightest staff members are always my best mentors"



JEREMY BASSET
Head of Unilever Foundry
Unilever
London

"Innovation is the only tool we have to create a more sustainable future."



MITCHELL PRATHER

Managing director

Djembe Communications

Dubai

"I find inspiration in people who make a difference in other people's lives"



JIMMY LARSSON
Head of communications
Raoul Wallenberg Academy
Stockholm

"A big part of my inspiration comes from my political involvement — which forces me to be well-informed and creative constantly"



MOBBIE NAZIR
Chief strategy officer
We Are Social
London

"Innovation for the sake of innovation will always fail"



Jonas sevenius Creative director & co-founder) Jung Relations Stockholm

"Think big, start small, don't give up"



NURIA VILANOVAFounder
Atrevia
Madrid



JULIANA ROTICHCo-founder
Ushahidi
Nairobi



REEMA BANDAR AL SAUD VP for Women's Affairs General Sports Authority Riyadh

"Have the dream but be able to back it up"



KHADIJA PATEL Managing editor The Daily Vox Johannesburg

"I am doing what I have always wanted to, making sense of our times for the world"



RAINER BOCK
Head of corporate PR and
strategic projects
Kaspersky Lab
London/Moscow

"When people keep telling you 'great idea, but are you crazy, we cannot do that!' you are on the right way"



RENEE KAPLAN
Head of audience engagement
Financial Times
London



TERHAS ASEFAW BERHEManaging director
Brand Communications
London

"Innovation is recognizing when you have stumbled upon a winning idea and knowing what to do with it"



SACHAR KLEINCEO, Sachar Klein
Kommunikation
Berlin

"Don't just look for innovation, but look for real solutions for real problems"



THOMAS CRAMPTON
Global managing director
Social@Ogilvy
London

"There are many smaller changes that add up to a revolution. The main point is to constantly focus on change"



STEPHEN WADDINGTONChief engagement officer
Ketchum
London

"Experiment, start small and stealthily. People will adopt good ideas, and they'll become the norm"





Our inaugural Innovator 25 class in Asia-Pacific provides a unique glimpse of our industry's future, shining the light on those individuals who are reshaping influence and engagement in an era of dramatic marketing and communications disruption.

For more research on this Innovator 25 class and to read their full profiles - including Q&As - please visit: www. holmesreport.com/rankingand-data/innovator-25/ innovator-25-2016



AMITH PRABHU
Founder
Promise Foundation
India



ANNA CHOI Head of strategy & communications Siemens Hong Kong



ANTHONY FREEDMANFounder/CEO
Host & One Green Bean
Australia



ASHUTOSH MUNSHI
DIRECTOR OF CREATIVE & CONTENT
EDELMAN INDIA



JEN LOONG
BRAND DIRECTOR
TOMS CHINA
CHINA



CALVIN WONG

DIRECTOR, RESEARCH & ANALYTICS
GOLIN
HONG KONG



JONATHAN ADASHEK
CHIEF COMMUNICATIONS OFFICER
NISSAN JAPAN



DARREN BURNS
PRESIDENT
CHINA & CHAIR
CREATIVITY & INNOVATION
WEBER SHANDWICK
CHINA



KUMI SATO
PRESIDENT & CEO
COSMO PR
JAPAN



David Ko

Co-founder & MD

Daylight Partnership

Hong Kong



OSCAR ZHAO
CO-FOUNDER & CEO
BLUEFOCUS
CHINA



FREDDIE COVINGTON
SVP MARKETING
ASIA-PACIFIC
VISA
SINGAPORE



PAT LAW
FOUNDER
GOODSTUPH
SINGAPORE



GINGER ZHUSENIOR DIRECTOR OF DIGITAL BRAND
NIKE
CHINA



PEDRO MENDONCAGM, INNOVATION
DIAGEO
SINGAPORE



RICHARD TSANGFounder & Chairman
SPRG
Hong Kong



VP head of marketing communications
Metlife
Hong Kong



ROD STROTHER VP digital transformation Starhub Singapore



TADASHI INOKUCHI Chief PR planner Dentsu Japan



RUTH ROWANGroup executive, marketing Dimension Data
Hong Kong



TORI RAPPOLD
Communications lead,
Team Ford
WPP
China



SONYA MADEIRAFounder
Rice Communications
Singapore



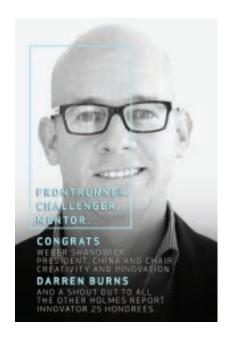
ZAHEER NOORUDDINHead of digital
Shiseido
Hong Kong



STEVE MONAGHANRegional director
AIA
Hong Kong



STEVEN CHANG
Corporate VP
Tencent
China



GLOBAL TOP 250 PR AGENCY RANKING 2016

Global PR agency ranking: Revenue numbers for many agencies include subsidiaries including research, advertising, and specialist PR firms—many of which operate under separate brands but nevertheless report into the listed PR agency. Full methodology here. For firms that submitted numbers in pounds sterling or euros, conversions were made using exchange rates as of 12/31/2015. In some cases, where last year's submitted numbers were used for comparison purposes, growth numbers may be lower because of exchange rate fluctuations than they would have been in constant currency terms. Accordingly, we also include a constant currency growth metric. Aside from large PR networks above \$100m in fee income, the Rankings are totally dependent on submitted fee income; many agencies, often well-known, choose not to submit their numbers.

For entries in this color, The Holmes Report has estimated revenue. In many cases, the parent companies of these firms have elected not to provide revenue numbers for individual firms in response to Sarbanes-Oxley financial regulations.

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
1	1	Edelman 1	USA	854,576,000	812,000,000	5849	5.2%	5.2%
2	2	Weber Shandwick ²	USA	775,000,000	720,000,000		7.6%	7.6%
3	3	FleishmanHillard ³	USA	570,000,000	580,000,000		-1.7%	-1.7%
4	4	Ketchum ⁴	USA	530,000,000	515,000,000		2.9%	2.9%
5	6	Burson-Marsteller 5	USA	480,000,000	477,000,000		0.6%	0.6%
5	5	MSLGroup ⁶	France	480,000,000	482,000,000		-0.6%	4.0%
7	7	Hill+Knowlton Strategies ⁷	USA	385,000,000	380,000,000		1.3%	1.3%
8	8	Ogilvy PR ⁸	USA	347,000,000	321,000,000		8.1%	8.1%
9	14	BlueFocus 9	China	245,055,843	179,214,216		36.7%	36.7%
10	9	Golin	USA	227,000,000	213,500,000		6.3%	6.3%
11	10	Havas PR 10	France	225,000,000	211,000,000		6.6%	6.6%
12	11	Brunswick	UK	220,000,000	210,000,000		4.8%	4.8%
13	13	Cohn & Wolfe 11	USA	200,000,000	181,000,000		10.5%	10.5%
14	12	FTI Consulting	USA	189,974,000	189,367,000	599	0.3%	0.3%
15	15	Media Consulta International	Germany	162,317,350	172,788,000	808	-6.1%	4.3%
16	16	Porter Novelli	USA	127,000,000	125,000,000		1.6%	1.6%
17	17	APCO Worldwide	USA	119,858,300	118,112,600	680	1.5%	1.5%
18		Huntsworth Health 12	UK	107,004,000	93,132,000		14.9%	21.1%
19		Sunny Side Up	Japan	104,000,000		124		
20	20	Finsbury	USA	100,000,000	100,000,000	220	0.0%	0.0%
21	19	WE Communications	USA	98,782,000	106,676,000		-7.4%	-7.4%
22	23	W2O Group 13	USA	95,010,000	82,625,000	427	15.0%	15.0%
23	18	Grayling	UK	93,536,000	110,448,000		-15.3%	-10.7%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
24	22	inVentiv Health 14	USA	85,000,000	85,000,000		0.0%	0.0%
25	25	Vector Inc.	Japan	82,000,000	67,000,000	450	22.4%	22.4%
26	24	Ruder Finn	USA	74,000,000	73,891,000	565	0.1%	0.1%
27	34	Finn Partners 15	USA	71,481,000	52,796,000	486	35.4%	35.4%
28	29	PMK*BMC	USA	69,800,000	60,000,000	237	16.3%	16.3%
29	28	Lewis PR 16	UK	68,585,000	61,700,000	370	11.2%	11.2%
30	31	Text100 Corporation	USA	68,094,730	57,806,333	602	17.8%	17.8%
31	26	Res Publica (National PR)	Canada	67,000,000	67,000,000		0.0%	0.0%
32	37	Bell Pottinger Private	UK	66,150,000	67,236,000		-1.6%	4.4%
33	21	FSB Comunicacoes	Brazil	63,025,835	86,895,982	704	-27.5%	-27.5%
34	32	MWW	USA	60,000,000	56,715,000		5.8%	5.8%
35	27	Public Systeme Hopscotch ¹⁷	France	58,424,000	64,624,890	550	-9.6%	0.4%
36	36	ICR	USA	56,208,727	51,000,000		10.2%	10.2%
37	35	fischerAppelt	Germany	52,500,000	52,523,030		0.0%	0.0%
38	38	We Are Social	UK	51,000,000	49,000,000		4.1%	4.1%
39	33	Instinctif Partners	UK	49,183,272	55,695,000	450	-12.1%	-12.1%
40	48	Allison+Partners	USA	49,000,000	37,093,000	300	32.1%	32.1%
41	30	Kreab Gavin Anderson	UK/Sweden	48,611,820	58,201,000	400	-16.5%	-7.3%
42	32	Freud Communications	UK	48,228,760	44,266,560	235	9.0%	14.8%
43	46	Zeno Group	USA	47,343,821	39,900,000	317	18.7%	18.7%
44	43	DKC Public Relations	USA	46,950,000	41,500,000	239	13.1%	13.1%
44	41	Dentsu Public Relations	Japan	43,000,000	42,000,000	243	2.4%	2.4%
46	45	Marina Maher Communications	USA	43,000,000	40,000,000	150	7.5%	7.5%
47	44	PRAP Japan	Japan	41,000,000	40,000,000	275	2.5%	2.5%
48	47	Hering Schuppener	Germany	37,506,900	38,962,000	184	-3.7%	6.9%
49	42	DeVries Global	USA	37,000,000	42,000,000		-11.9%	-11.9%
49		Portland Communications	UK	37,000,000	31,200,000	160	18.6%	25.0%
51	55	PadillaCRT	USA	34,813,666	31,624,111	190	10.1%	10.1%
52	62	Four Communications Group 18	UK	34,380,216	27,096,088	229	26.9%	34.1%
53	50	Blue Rubicon	UK	34,000,000	34,000,000		0.0%	0.0%
54	57	Llorente & Cuenca 19	Spain	32,738,779	29,536,433	482	10.8%	23.0%
55	65	GCI Health	USA	32,000,000	26,000,000		23.1%	23.1%

2016	2015	Agency	HQ	Fee Income	Fee Income	Staff	Growth	Growth
				2015 (\$)	2014 (\$)		(USD)	(Constant Currency)
56	53	Global Strategy Group	USA	31,000,000	32,378,000	87	-4.3%	-4.3%
57	69	The Outcast Agency	USA	30,000,000	24,600,000		22.0%	22.0%
58	51	Citigate Dewe Rogerson	UK	29,520,000	34,164,000		-13.6%	-8.7%
59	61	Racepoint Global	USA	29,247,346	27,279,597	103	7.2%	7.2%
60	75	Newgate Communications	UK	28,804,795	21,548,516	142	33.7%	41.3%
61	59	Prain Global	Korea	28,537,969	27,996,389	224	1.9%	1.9%
62	57	Iris Worldwide	UK	27,930,000	28,746,374	135	-2.8%	3.1%
63	62	Mikhailov & Partners	Russia	27,794,330	32,119,953		-13.5%	-13.5%
64	64	iMARS Group	Russia	27,429,300	26,183,400	132	4.8%	4.8%
65	79	SEC ²⁰	Italy	27,260,900	20,015,047	188	36.2%	51.2%
66	72	Coyne PR	USA	27,000,000	23,010,000	190	17.3%	17.3%
67	63	MHP Communications	UK	26,202,395	26,301,600	168	-0.4%	5.3%
68	91	M Booth	USA	25,546,472	18,800,000	141	35.9%	35.9%
69	67	G&S Business Communications	USA	25,012,724	25,438,112		-1.7%	-1.7%
70	70	Oliver Schrott Kommunikation	Germany	24,514,100	24,006,400	172	2.1%	13.4%
71	80	Prosek Partners	USA	24,400,000	20,000,000	102	22.0%	22.0%
72	71	SPN Communications	Russia	23,978,815	23,192,412	171	3.4%	3.4%
73	68	AGT Communications	Russia	23,485,109	25,121,673	314	-6.5%	-6.5%
74	66	Hotwire Public Relations	UK	22,616,736	25,680,428	169	-11.9%	-6.9%
75	74	Taylor	USA	22,100,000	21,700,000	108	1.8%	1.8%
76	77	Geelmuyden.Kiese	Norway	22,000,000	21,060,000		4.5%	4.5%
77	85	5W Public Relations	USA	21,927,960	19,343,176	133	13.4%	13.4%
78	84	Strategic Public Relations Group	Hong Kong	21,800,000	19,700,000	282	10.7%	10.7%
79	92	French/West/ Vaughan	USA	21,166,208	18,753,747	96	12.9%	12.9%
80	78	Olson Engage	USA	21,000,000	20,200,000		4.0%	4.0%
81	90	Peppercomm	USA	20,644,468	18,807,537		9.8%	9.8%
82	94	Fahlgren Mortine	USA	20,554,236	18,616,471	119	10.4%	10.4%
83	81	Hunter Public Relations	USA	20,500,000	20,000,000		2.5%	2.5%
84	95	Shift Communications	USA	20,433,131	18,444,854	132	10.8%	10.8%
85	82	Barabino & Partners	Italy	20,000,000	20,000,000		0.0%	0.0%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
86	88	CROS	Russia	19,800,000	19,016,880	150	4.1%	4.1%
87	87	Adfactors PR 21	India	19,600,000	19,100,000	500	2.6%	2.6%
88	98	Levick Strategic Communications	USA	19,586,431	17,231,616	73	13.7%	13.7%
89	86	The Red Consultancy	UK	18,936,783	19,208,280	132	-1.4%	4.2%
90	97	Serviceplan PR Group	Germany	18,224,800	17,666,000	113	3.2%	14.5%
91	101	Jackson Spalding	USA	18,172,800	16,245,653		11.9%	11.9%
92	83	Farner Consulting	Switzerland	18,137,600	19,723,000	86	-8.0%	8.5%
93	100	Atrevia	Spain	17,801,531	16,366,460	228	8.8%	20.7%
94		Spong	USA	17,500,000	16,000,000		9.4%	9.4%
95		Kivvit	USA	17,010,000		57		
96	107	Brands2Life	UK	17,009,670	15,207,504	108	12.2%	18.6%
97	110	LaunchSquad	USA	16,221,086	14,062,803	108	15.3%	15.3%
98	96	Lansons	UK	16,152,603	18,302,649	92	-11.7%	-6.7%
99	102	Mitchell Communications Group	USA	16,000,000	15,900,000		0.6%	0.6%
100	76	ICF Mostra	Belgium	15,805,000	21,363,610	159	-26.0%	-17.9%
101	116	Rasky Baerlein	USA	15,504,480	13,000,000	51	19.3%	19.3%
102	109	achtung!	Germany	15,337,390	14,350,600	125	6.9%	18.6%
103	108	TRACCS	Saudi Arabia	15,230,000	14,600,000	224	4.2%	4.1%
104	99	SparkPR	USA	15,000,000	16,400,000		-8.5%	-8.5%
105	105	Maitland	UK	14,994,000	15,600,000		-3.9%	2.0%
106	104	PR One	South Korea	14,946,921	15,800,836	130	-5.4%	-5.4%
107	163	Spectrum	USA	14,900,000	8,400,000		77.4%	77.4%
108	89	Interel	UK	14,715,000	14,762,000	120	-0.3%	10.7%
109	135	M&C Saatchi Sport & Entertainment	UK	14,700,000	10,920,000	105	34.6%	42.9%
110	103	Haberlein & Mauerer	Germany	14,606,000	15,851,000	175	-7.9%	2.3%
111	106	Cooney/Waters Group	USA	14,020,725	15,400,000	46	-9.0%	-9.0%
112	112	Faktor 3	Germany	13,625,000	13,431,000	161	1.4%	12.6%
113	133	Hanover	UK	13,611,803	10,969,920	57	24.1%	31.1%
114	114	Makovsky	USA	13,450,000	13,200,000		1.9%	1.9%
115	165	PAN Communications	USA	13,150,000	7,800,000	85	68.6%	68.6%
116	132	Kaplow	USA	13,100,000	11,000,000	69	19.1%	19.1%
117	146	Pegasus	UK	13,084,740	9,906,000	92	32.1%	39.6%
118	119	Rowland	Australia	13,000,000	12,700,000		2.4%	2.4%
118		Sloane & Company	USA	13,000,000	11,800,000	19	10.2%	10.2%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
120	120	RF Binder	USA	12,700,000	12,650,000	68	0.4%	0.4%
121	126	Brodeur Partners	USA	12,500,000	12,000,000		4.2%	4.2%
121	114	ROI Communication	USA	12,500,000	13,001,553	80	-3.9%	-3.9%
123	113	TVC Group	UK	12,539,706	13,416,000	9	-6.5%	-1.2%
124	129	Bite Communications	USA	12,250,000	11,682,750		4.9%	4.9%
125	152	InkHouse	USA	12,110,173	9,017,618	80	34.3%	34.3%
126	122	Action Global Communications	Cyprus	12,000,000	12,500,000		-4.0%	-4.0%
127	126	Eric Mower + Associates	USA	11,945,100	11,968,851		-0.2%	-0.2%
128	131	Max Borges Agency	USA	11,842,541	10,800,000	65	9.7%	9.7%
129	147	Exponent	USA	11,800,000	9,850,000		19.8%	19.8%
130	130	Nelson Bostock Group	UK	11,610,829	11,696,880	88	-0.7%	4.9%
131	137	Davies	USA	11,310,000	10,875,050	32	4.0%	4.0%
132	148	Eastwick	USA	11,215,566	9,600,000	55	16.8%	16.8%
133	142	Merritt Group	USA	11,119,100	10,186,230		9.2%	9.2%
134	128	F&H Porter Novelli	Germany	11,052,600	11,845,900	64	-6.7%	3.6%
135	161	Highwire	USA	10,994,175	8,208,694	55	33.9%	33.9%
136	118	A&B One	Germany	10,943,600	12,947,000	75	-15.5%	-6.2%
137		The Big Partnership Group	Scotland	10,942,910	12,309,960	109	-11.0%	-5.9%
138	154	M&C Saatchi PR	UK	10,479,600	9,672,000	92	8.3%	14.5%
139	144	Veritas	Canada	10,100,000	10,000,000	75	1.0%	1.0%
140	39	CYTS-Linkage	China	10,075,000	45,924,152	190	-78.1%	-78.1%
141		Crosby	USA	10,055,190		48		
142	157	ReviveHealth	USA	10,000,500	8,780,000	45	13.9%	13.9%
143	141	The Hoffman Agency	USA	10,000,000	10,270,000	120	-2.6%	-2.6%
143	140	Catalyst	USA	10,000,000	10,500,000		-4.8%	-4.8%
145	139	Frank PR	UK	9,966,854	10,548,314	71	-5.5%	-0.1%
146	136	Wellcom	France	9,810,000	9,680,000	110	1.3%	12.5%
147	158	Kwittken	USA	9,800,000	8,750,000	59	12.0%	12.0%
148		Method Communication	USA	9,758,345		66		
149	121	AMI Communications	Czech Republic	9,643,422	12,581,745	104	-23.4%	-14.9%
150		Powerscourt	UK	9,594,000		34		
151	156	Lift World	Portugal	9,543,175	8,792,346	110	8.5%	20.5%
152	180	Bliss Integrated Communications	USA	9,500,000	6,783,000		40.1%	40.1%
153	162	Podesta Group	USA	9,020,909	8,200,000	20	10.0%	10.0%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
154	171	Octopus	UK	8,856,000	8,424,000	62	5.1%	11.1%
155	159	KPR & Associates	South Korea	8,700,000	8,614,922		1.0%	1.0%
156	160	Apple Tree Communications	Spain	8,692,750	8,261,880	72	5.2%	16.8%
157	177	Nebo	USA	8,600,000	6,911,589	74	24.4%	24.4%
158	166	JeffreyGroup	USA	8,580,997	7,722,736	120	11.1%	11.1%
159	170	SenateSHJ	New Zealand	8,521,358	7,257,361	56	17.4%	17.4%
160	192	Mischief	UK	8,413,200	8,268,000	55	1.8%	7.5%
161	183	Bateman Group	USA	8,332,961	6,300,000	45	32.3%	32.3%
162	123	First House	Norway	8,328,112		26		
163	164	FoodMinds	USA	8,287,756	8,072,494		2.7%	2.7%
164	145	Jeschenko MedienAgentur	Germany	8,185,900	9,970,400	48	-17.9%	-8.9%
165	134	Approach	Brazil	8,017,000	10,956,000	131	-26.8%	-26.8%
166	176	Dodge Communication	USA	7,750,000	7,000,000	55	10.7%	10.7%
167	193	RBB Public Relations	USA	7,605,889	6,402,200	45	18.8%	18.8%
168	189	360 Public Relations	USA	7,504,871	6,547,000	48	14.6%	14.6%
169	198	Shine@Academy 22	UK	7,350,000				
170	173	Enzaim Health	Republic of Korea	7,265,750	7,075,354	57	2.7%	2.7%
171		North Strategic	Canada	7,200,000	6,321,000	65	13.9%	36.1%
172		LVT Group	Netherlands	7,085,000				
172		Thomas Marko & Associes	France	7,085,000		36		
174	200	Diplomat Communications	Sweden	7,060,000	5,640,210	45	25.2%	25.2%
175	179	Lambert, Edwards & Associates	USA	7,000,000	6,840,000	42	2.3%	2.3%
175		N2N Communications ²³	Australia	7,000,000		38		
175	182	Lou Hammond & Associates	USA	7,000,000	6,748,039		3.7%	3.7%
175	175	451 Marketing	USA	7,000,000	7,000,000		0.0%	0.0%
179	243	Walker Sands	USA	6,917,494	4,558,046	62	51.8%	51.8%
180		Cicero Group	UK	6,891,713		52		
181	181	McNeely Pigott & Fox Public Relations	USA	6,806,534	6,764,064	59	0.6%	0.6%
182		Phelps	USA	6,750,000		42		
183	191	Narva 24	Sweden	6,700,000	6,413,000	40	4.5%	26.4%
184	201	LDWWgroup	USA	6,596,363	5,468,960	15	20.6%	20.6%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
185	218	All Channels	Bulgaria	6,540,000	4,840,000		35.1%	50.0%
186		C+C	USA	6,488,879	5,250,000	35	23.6%	23.6%
187	195	komm.passion	Germany	6,485,500	6,292,000		3.1%	14.4%
188	197	Fink & Fuchs	Germany	6,431,000	6,171,000		4.2%	15.7%
189		Kirchhoff Consult	Germany	6,322,000	6,645,737	52	-4.9%	5.6%
190		MC Communications	USA	6,202,400		30		
191	186	salt	UK	6,085,204	6,591,647	35	-7.7%	-2.4%
192	177	Marco de Comunicacion	Spain	6,016,660		67		
193	234	Djembe Communications	UAE	6,050,000	4,000,000		50.0%	50.0%
194	223	Harvard	UK	6,023,177	4,602,000	40	30.9%	38.3%
195	205	W	UK	5,993,391	5,265,000	53	13.8%	20.3%
196	213	Cerrell Associates	USA	5,950,000	5,000,000	25	19.0%	19.0%
197	258	Praytell	USA	5,900,000	3,250,000	42	81.5%	81.5%
198		Headland Consultancy	UK	5,900,000		37		
199	208	Creative Crest	India	5,859,050	5,185,000	48	13.0%	13.0%
200	212	Seven Hills	UK	5,839,093	5,029,569	45	16.1%	22.7%
201	187	Talk PR	UK	5,608,800	6,573,840	53	-14.7%	-9.8%
202	220	CooperKatz & Company	USA	5,581,445	4,790,810	35	16.5%	16.5%
203		MCG Medical Consulting Group	Germany	5,548,100	6,001,600	36	-7.6%	2.6%
204		Havas Just:: 25	UK	5,535,000	4,992,000	30	10.9%	17.2%
205	217	Berkeley PR	UK	5,529,669	4,842,206	59	14.2%	20.7%
206	222	cirkle	UK	5,489,939	4,680,000	35	17.3%	24.0%
207	168	EMG	The Netherlands	5,411,850		45		
208	225	Trigger Oslo	Norway	5,406,400	4,448,354	45	21.5%	34.9%
209		Dukas Public Relations	USA	5,300,000	4,600,000	21	15.2%	15.2%
210	224	Pretty Green	UK	5,235,372	5,222,880	42	0.2%	5.9%
211	275	Another Company	Mexico	5,200,000	2,200,000	65	136.4%	136.4%
211	204	London Communications Agency	UK	5,200,000	5,372,119	32	-2.9%	2.6%
213	215	Tangerine PR	UK	5,166,000	4,909,320		5.2%	11.2%
214	254	BOCA Communications	USA	5,126,405	3,319,894	35	54.4%	54.4%
215	199	CP/compartner	Germany	5,014,000	5,808,000		-13.7%	-4.2%
216	206	Magna Carta	South Africa	5.000.000	5.202.698		-3.9%	-3.9%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant
0.10		Di	1104	5,000,000	0.000.000	07	54.50/	Currency)
216		Bhava Communications	USA	5,000,000	3,300,000	27	51.5%	51.5%
218	236	Hope&Glory	UK	4,959,360	3,944,995	47	25.7%	32.9%
219	264	Red Lorry Yellow Lorry	UK	4,948,086	2,948,400	24	67.8%	77.4%
220	216	Bersay Communications	Turkey	4,900,000	4,901,287		0.0%	0.0%
221	209	Threepipe Communications	UK	4,870,800	5,148,000		-5.4%	0.0%
222	229	PLMR	UK	4,858,248	4,149,510	29	17.1%	23.7%
223	211	Integral PR Services	India	4,805,000	5,050,000	78	-4.9%	-4.9%
224	259	Konnect Public Relations	USA	4,750,000	3,229,239	35	47.1%	47.1%
225	138	Singer Associates	USA	4,736,000	4,400,000	18	7.6%	7.6%
226		Unity	UK	4,723,200	3,650,000		29.0%	36.2%
227	188	Imagem Corporativa	Brazil	4,609,299	6,568,609	87	-29.8%	-29.8%
228	238	Bellenden	UK	4,579,585	3,918,288	40	16.9%	23.5%
229		DT Digital	China	4,500,000				
230	221	L C Williams & Associates	USA	4,450,000	4,700,000		-5.3%	-5.3%
231		Aspectus	UK	4,428,000	4,073,160		8.7%	14.9%
232	248	Cap & Cime PR	France	4,357,025	3,707,813	25	17.5%	30.4%
233	237	Meropa Communications	South Africa	4,300,000	3,928,000	80	9.5%	9.5%
234	231	RMA Comunicacao	Brazil	4,263,158	3,900,000	102	9.3%	9.3%
235		Kaltwasser Kommunikation	Germany	4,251,000	4,210,800	32	1.0%	12.1%
236	207	Akima Media	Germany	4,249,000	5,190,900	25	-18.1%	-1.0%
237	202	akkanto sa	Belgium	4,159,763	5,401,498	26	-23.0%	-14.5%
238	169	Gregory FCA	USA	4,103,066	7,300,000	50	-43.8%	2.7%
238	233	GroundFloor Media	USA	4,103,066	4,018,676	20	2.1%	2.1%
240	227	Pro-Vision Communications	Russia	4,100,080	4,155,708	61	-1.3%	-1.3%
241	226	Rumeur Publique	France	4,033,000	4,356,000		-7.4%	2.8%
242	251	Hawkins International Public Relations	USA	4,000,000	3,432,000	29	16.6%	16.6%
243	240	Lane	USA	3,986,728	3,846,887	25	3.6%	3.6%
244	228	ikp	Austria	3,978,500	4,150,179	33	-4.1%	6.4%
245		JP Kom	Germany	3,924,000	4,719,000	36	-16.8%	-7.7%
246	244	Tact Intelligence- conseil	Canada	3,900,000	3,800,000	42	2.6%	2.6%
247		CCgroup	UK	3,874,500	4,399,200	22	-11.9%	-6.9%

2016	2015	Agency	HQ	Fee Income 2015 (\$)	Fee Income 2014 (\$)	Staff	Growth (USD)	Growth (Constant Currency)
248		Beehive PR	USA	3,855,601		12		
249		Nancy J Friedman Public Relations	USA	3,840,000		23		
250	252	March Communications	USA	3,777,000	3,400,000	30	11.1%	11.1%

¹ Edelman

2015 acquisitions included Dabo&Co, Smithfield and Position.

² Weber Shandwick
Weber Shandwick's 2014
fee income has been revised
downward to take into account
the removal of certain agencies
(such as DeVries), along with
currency fluctuation in 2014.
The 2015 fee income includes
several subsidiary firms
such as Powell Tate, Current
Marketing and Creation

³ FleishmanHillard

Includes fee income for several subsidiary firms, such as Vox, BlueCurrent and Fishburn.

4 Ketchum

Includes fee income for AccessEmanate and other subsidiary firms

⁵ Burson-Marsteller Includes fee income from PS+B and other subsidiary firms

⁶ MSLGroup

Includes fee income for all network firms, including Kekst, CNC, JKL, Winner, PBJS, Qorvis. 2015 acquisitions included South Africa's Epic Communications.

⁷ Hill+Knowlton Strategies Includes fee income from Group SJR, Public Strategies Inc and other subsidiary firms. 2015 acquisitions included Ideal in Brazil.

8 Ogilvy PR

Includes fee income from Ogilvy Healthworld and other subsidiary firms

9 BlueFocus

Includes fee income from Citizen Relations and other subsidiary PR firms

10 Havas PR

Includes fee income from Abernathy MacGregor, Red Agency, Havas Formula and other network PR firms.

¹¹ Cohn & Wolfe Acquired India's Six Degrees in 2015

12 Huntsworth Health

Includes fee income from Tonic Life and other Huntsworth Health firms

13 W2O Group

Includes fee income from WCG, Twist and other subsidiary firms

¹⁴ inVentiv Health Includes fee income from

Chandler Chicco, Biosector 2 and other subsidiary firms

¹⁵ Finn Partners
Acquisitions include Horn
Group, DVL and Seigenthaler

16 Lewis PR

Includes fee income from acquisitions of Purestone, DMG, Piston and PageOne

¹⁷ Public Système Hopscotch Includes subsidiary firms such as Hopscotch and Heaven

¹⁸ Four Communications Includes fee income from acquisitions of Francis Balsam and Broadgate Mainland

19 Llorente & Cuenca

2015 acquisitions included EDF Communications and S/A Comunicao

²⁰ SEC

Includes fee income from acquisitions of Cambre and other firms

21 Adfactors

Acquired Yorke
Communications in 2015

22 Shine@Academy

Fee income reflects merger of UK firms Shine Communications and The Academy

²³ N2N Communications
Includes Fuel Communications

24 Narva

Acquisitions include Heart, Rewise, Mix and Medial.

25 Havas Just::

The firm p/k/a as Just:: Health, before its acquisition by Havas

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