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OPEN DIALOGUE

Journey from the house of love to the city of love

Open Dialogue has been through some pretty big changes in 2007. At the end of the year, agency founders Rochelle Burbury and Andrea Kerekes walked from M&C Saatchi, taking their clients and staff with them.

Now trading under Access PR, the PR hotshop ended 2007 with 31 clients under its belt, an impressive result given it's only in its second year of operation.

Clients include Starlight Children's Foundation, British Council, new online dating site partner4real.com.au, ninemsn and Australian Wool Innovation.

Open Dialogue was a strong contender in the PR Agency of the Year category, with judges rating the firm highly, particulary praising its "excellent body of work and client roster".

The agency is at pains to point out that all current clients, except for two, were won completely independently of M&C Saatchi, which is one of the main reasons the founders walked.

Open Dialogue achieved 108% revenue growth year-on-year. Future plans include attracting and winning fewer but larger new clients as well as organic growth from existing clients.

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