



## Ad News Friday 27/02/2009

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# PR AGENCY OF THE YEAR

## SNAPSHOT

**WINNER** Weber Shandwick  
**FINALISTS** Access PR, Mango Communications Melbourne, One Green Bean

The PR Agency of the Year category is only in its second year and once again attracted a strong field of candidates with 10 entries. Judges were hard pressed to split two of the top performers, but in the end, Weber Shandwick just pipped the highly commended One Green Bean.

## WINNER

### WEBER SHANDWICK

Weber Shandwick had an exceptionally successful year in 2008, with revenue and operating income both up, a growth rate of 25%, and a range of new products and services. It achieved all of this while operating at a 22% margin. The year was also the agency's most successful at awards shows, with eight nominations and six wins.

#### THE WORK

Weber Shandwick's work for Singapore Airlines won a slew of awards across the Asia Pacific region. The launch campaign for the airline's A380 reached more than five million consumers and was syndicated internationally.

Work for Habitat for Humanity – Bidwell Blitz Build, reached an audience of 14 million people and led the NSW Minister for Housing to discuss how the Habitat model could be rolled out across NSW.

#### CLIENT STABILITY - WINS & LOSSES

It was an extraordinary year for client wins for Weber Shandwick, which signed on 33 new pieces of business – 70% of which were local

wins – across a wide range of sectors, with brands including Weight Watchers, Diageo, Samsung, AAP Bùrger and Lipton.

The agency bid farewell to three clients, however – RBS, BT and Robert Walters – mostly due to client cost-cutting.

#### STAFF STABILITY

Weber Shandwick believes the key to its success is investing in the right people, and with a staff turnover rate of less than 10%, and a commitment to spend 25% of profits after fees on staff, the agency is definitely doing something right.

Last year the agency launched its talent management initiative – Advocacy Inside – which includes creativity, stress management and life skills workshops – with free fortnightly massages and 3pm summer Fridays also implemented.

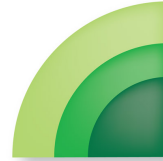
#### THE FUTURE

Included in its two-year goals are ambitious plans to increase staff numbers to more than 50, move office, maintain margins of more than 20% and drive 15% revenue growth even in the challenging economic climate. ■



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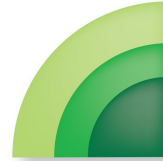
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# FINALISTS

## ACCESS PR

The M&C Saatchi-owned Open Dialogue PR relaunched as the privately owned Access PR in 2008, retaining all staff, all 26 clients and founding partners Rochelle Burbury and Andrea Kerekes.

Last year Access opened a profitable Melbourne office, achieved more than \$1 million in revenue and saw profit margins surpass 35%.

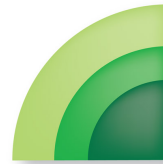
The agency also signed on 33 new clients including Lowe Rivet, PHD, The Newspaper Works, Southern Star, Ipsos and Pizza Hut. It produced notable work for SBS, Starcom MediaVest, Starlight Children's Foundation and The Climate Group. Doing its bit for charity, Access worked on pro bono projects for the Wayside Chapel and the Sydney Cats and Dogs Home, providing \$30,000 worth of head hours.





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## MANGO COMMUNICATIONS MELBOURNE

Since Renae Hanvin took the reins at Mango Communications just over a year ago, the agency has undergone a massive transformation – evolving from a service office for parent-company DDB, and becoming an agency that wins big accounts and even brings business to DDB.

Mango won six major new clients and two new retained clients in 2008, and oversaw the implementation of McDonald's VIC/TAS account. Other notable work in the past 12 months includes campaigns for Whirlpool, Mossgreen Gallery and Mars Snackfoods.

The agency prides itself on staff stability and 2008 saw staff growth of 60%, which it attributes to a creative culture, training and development, and a range of health and well-being sessions such as yoga, meditation and personal training.





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## ONE GREEN BEAN

After less than two years in operation, One Green Bean has finished a year that saw 100% client retention and 18 new clients added to its books.

The PR agency produced high-profile campaigns for Ninemsn, Virgin Atlantic and Impulse, with the judges awarding it a highly commended mention.

One Green Bean can still boast that it has never lost a member of staff to a competitor. Aside from traditional initiatives like an annual bonus scheme and new business incentives, the Beans are finding new ways to enrich the agency's culture, including Christmas in July and the Team Bean netball squad.

