

CPR Managing Director Jayne

Dullard has been promoted to chief executive of parent company Hotwires Australia and New Zealand division as the public affairs agency unveils a refreshed brand and a new website.

Dullard said her new role was part of streamlining collaboration between CPR and Hotwire so that clients could access services spanning issues management, public relations and marketing under one roof.

The new video-based CPR website (www.cprcomm.com.au) built in visual consistency with the global Hotwire brand and articulated the issues management firms capabilities and specialist practise areas, she said.

Our clients operate in complex markets and need to reach and influence multiple and diverse audiences from the government bodies that regulate their industries to the businesses or households that consume their product, Dullard said.

CPR and Hotwire are highly specialised issues management, and business-to-business and consumer PR teams respectively; but bringing the extended family under the watch of a single chief executive means we give our clients an integrated service across the spectrum of influencer relationship that is completely seamless.

This is an innovation in service delivery that is unmatched in the local market. Its a very exciting time to be part of the Hotwire story.

Meanwhile, the companys Auckland-based public relations agency Creo is about to be relaunched in the local market as Hotwire New Zealand. The agencys clients include Warren and Mahoney, Steel Construction NZ and The Warehouse, NZs biggest listed retailer.

Brendon Craigie, group CEO, Hotwire, said 2011 had been a big year with the CPR integration announced in July and new offices opened in New York and San Francisco in November.

In a phase of international expansion its essential that we get our structure right and having Jayne head up our 30-strong Australian and New Zealand team gives us confidence that we will continue the momentum that we built up last year, Craigie said.About CPR

CPR (Communications &

Public Relations) was started in Melbourne in 1994 and has offices in every mainland state capital and Canberra. Its 150 public relations, government relations and issues management clients include the Australian Steel Institute, Alstom, Holding Redlich and the Competitive Carriers Coalition. www.cprcomm.com.au

About Hotwire

Hotwire is a global PR and communications agency dedicated to helping forward-looking organisations to manage reputations in a rapidly evolving influencer landscape. We are structured around specialist industry practice areas that deliver integrated campaigns across consumer, digital, corporate, government relations and business to business communications. In addition to Hotwire, our group includes sister agencies 33 Digital, Skywrite, and CPR. Together we work with brands on national and global campaigns through our wholly owned offices in the UK, US, France, Germany, Spain, Italy, Australia, and those of our global affiliate network. www.hotwirepr.com

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