

Access PR announces new name, new JV and new CEO

Australian independent agency Access PR today announced a joint venture with multi-award-winning independent New York agency DiGennaro Communications (DGC) and will change its name to Access-dgc from July 1.

Access-dgc will be led by newly appointed CEO Nichola Patterson, while agency co-founder Andrea Kerekes will be permanently based out of the New York agency working with founder Samantha DiGennaro as executive vice president, managing director.

The joint venture creates a team of more than 50 consultants with an impressive range of expertise across B2B and B2C communications from thought leadership to content creation, reputation management to publicity.

Patterson is one of Australia's most-respected PR professionals and brings more than 20 years of experience as an agency owner and senior executive, journalist and copywriter to the role.

Her PR work for TAC's 'Graham' campaign with Clemenger BBDO highlighted her skills in the 100% earned arena, and recently won the only Black Pencil for PR at D&AD and a Gold Pencil at AWARD. Her work has also been recognised at Cannes, Clio, New York Festivals, MADC and AWARD.

"To know Nic is to love Nic, but more importantly, she brings a new level of creativity and big picture, strategic thinking to the business," said Kerekes.

"On the cusp of our 10th birthday we started to think about what the next 10 years could look like for the business and this is a truly exciting path to create – especially with someone who has been a friend and colleague for many years and the expanded resources of DGC."

DGC founder and CEO DiGennaro said: "This is a brilliant opportunity for both agencies to collaborate and pool resources, skill sets and ideas to create an accountable and innovative micro-network that puts clients' results first and foremost."

Access clients include Sydney Airport, Tourism Northern Territory, Barangaroo Delivery Authority, Art Gallery of NSW, and The Star.

Simon Corah will remain chairman at Access-DGC.

About Access

Access PR is a Sydney based independent communications and PR agency specialising in reputation management, content and publicity. The agency has a joint venture with award-winning independent New York-based agency DiGennaro Communications (DGC). Between them the agencies have around 50 staff. Australian clients include Sydney Airport, Tourism Northern Territory, Barangaroo Delivery Authority, Art Gallery of NSW, Museum of Contemporary Art, Pizza Hut, and The Star.

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