

KREATE ANNOUNCES NEW CLIENT WINS IN 2018

Boutique marketing, events and PR agency Kreate is excited to announce the addition of a swag of new clients. Continuing the agency's expertise in the tourism and retail space, they have been engaged by West Hotel Sydney, the Collins Street Precinct Group (CSPG) and Ted's Cameras; as well as being re-appointed by Hilton's two Fijian resort properties. This follows Kreate's management buyout by in-house staff in February this year. Since that time, the agency has focused on expanding and continuing to grow their integrated public relations and communications offering, with demonstrated success. "It's an exciting time for the Kreate PR and communications team with these high profile clients adding to our client roster. We're really looking forward to continuing to bring our expertise in the tourism, destination marketing and retail space to help grow our new clients' businesses," said Dylan Reed, CEO of Kreate. The newly finished West Hotel is the first Curio Collection by Hilton in Australia. Kreate will oversee PR, social media, media relations and campaign activations for the Hotel with a focus on the continued growth of West Hotel as a major player in the hotel scene in Sydney. The boutique, designer hotel is strategically located on the Western side of Sydney's CBD, with architecture by Fitzpatrick and Partners and Interiors by Woods Bagot. The recent appointment by the Collins Street Precinct Group has seen Kreate's Melbourne presence grow. Kreate will be focusing on the re-launch of the Collins Street brand, including overseeing PR, social media content, photography and campaign activations. As Melbourne's premier street in the World's most liveable city; Collins Street is a hub for luxury retail brands, premium accommodation, renowned dining destinations, top entertainment acts and global business services. Kreate has also been appointed by Ted's Cameras as they introduce an exciting new retail venture for the heritage brand. Launching in late 2018, Kreate is managing their PR, social media, communications and launch event. With a firm place in the Australian camera market, Ted's is known for high quality service and in-depth product information – this new innovation will see Ted's continue to lead the industry. Watch this space to hear more soon. Alongside these new client wins; Kreate is also pleased to announce the renewal of the contract of Hilton's two Fijian properties; Hilton Fiji Beach Resort & Spa and DoubleTree Resort by Hilton Fiji – Sonaisali Island. Kreate continues to provide ongoing PR services in the Australian and New Zealand markets. These recent wins have seen Kreate's team expand with additions to the team in Sydney and Melbourne. With a focus on high quality service coupled with award-winning strategies, Kreate continues to grow as an agency. For more information, please visit www.kreate.com.au. For media inquiries please contact Lauren Parkin at Kreate on 02 8319 4384 or lauren.parkin@kreate.com.au

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