

Porter Novelli has merged its Melbourne operation with boutique consumer agency, PR Works, in a move that consolidates and further diversifies the agency's offer. The change takes effect immediately, with PR Works' clients joining the Porter Novelli stable, where they will continue to be serviced by the existing PR Works team headed by Sarah Harvie. Porter Novelli Melbourne general manager, Peter Kent, said the move was a natural progression for both agencies. For PR Works clients, it means access to the greater resources of Porter Novelli in Melbourne, around Australia and internationally, without loss of focus, history or skills, he said. And for Porter Novelli Melbourne particularly, Sarah and her team significantly enhance our consumer PR offer, he said. PR Works is credited with successful campaigns for some of Australia's best-known consumer brands and organisations across a range of industries, including Sony Ericsson, SPC, Mattel, National Trust Victoria, Dulux, Target, wishlist.com.au, echoice.com.au and Libra. Harvie, who will lead Porter Novelli's reinvigorated consumer marketing practice, says protecting this heritage was critical in bringing PR Works together with Porter Novelli. Porter Novelli in Melbourne has a reputation for excellence, particularly in strategic communications for corporate, government and community sectors, she said. The partnership will allow Porter Novelli to continue to offer intellectual skills, professional leadership and a flexible structure with a cost-effective service suited to both large national clients and clients with specific localised needs and modest budgets.