

The July merger of Porter Novelli (Melbourne) with boutique consumer PR agency PR Works, has proved a boon for the expanded agency, with sharp growth in consumer marketing work from local and interstate clients. I wouldnt say were bucking the trend, but I know were showing some industry pundits that when it comes to PR agencies, size isnt the issue: its quality people and quality clients, says Peter Kent, General Manager of Porter Novelli (Melbourne). Theres no doubt were helped both by the unique mix of a national network, global resources and local network. Porter Novelli in Melbourne has historically been pigeonholed in certain areas of the communications business and consumer expertise hasnt been so prominent, he said. Porter Novellis consumer clients include Buena Vista Home Entertainment, Gillette, Oral-B, Ballantyne Chocolates, Vaalia Yoghurt, Australian Pacific Touring, the Australian Dental Association and Pedigree. The merge with PR Works and the bolstered consumer capability has brought significant organic growth and the opportunity for Porter Novelli to showcase the diversity of its offer. This is particularly relevant with our social marketing and public affairs, but especially the unique paddock-to-plate offer in food and nutrition, said Kent. The teams are collaborating well and ideas are bouncing around the place - its a great atmosphere and clients are recognising this by pushing more and more work our way. What weve learned in the last six months is to meet the market and get on with the job thats what the clients are saying to us. ends Further information, please contact: Peter Kent, Porter Novelli (Melbourne), phone 03 9289 9555