

THE TRAJECTORY CONTINUES

New stars, new wins, and award finalists at DEC

10 November 2010, Sydney: With just over two years in the market, PR agency DEC has expanded from a team of two founding members to a team of 14, complete with bevy of big name clients such as Macquarie Group, Mirvac, Electronic Arts, Mars and Pacific Brands. This month we celebrate two new stars, six recent wins and our place on the Asia Pacific 2010 PR Consultancy of the Year award finalist list.

New Stars –

- Account Director Emma Fay joins DEC with over 12 years' experience across Australian and UK markets, and will be leading the specialty areas of consumer, health & wellness.
- Lauren Taylor has jumped ship from Hill & Knowlton in the capacity of Senior Consultant, to work across DEC's corporate and digital accounts. Lauren is also Chairperson of the PRIA's New Practitioners Group.

New Wins –

- Driving PR and direct to consumer engagement for sporting retailer FOOTLOCKER.
- Supporting luxury automotive group TRIVETT in its plans to increase the presence of female staff and customers in a traditionally male-dominated industry.
- Launching Pacific Brands' new shoe gem, Clarks Adult, to the Australian market.
- Increasing awareness of neuroscience celebration, About My Brain.
- Working with the Centre For Cultural Competence Australia (CCCA) to increase knowledge and understanding of Indigenous culture in Australia
- Further expanding the profile of speciality lender Pepper Home Loans in Australia.

And finally –

- Testament to its enormous growth and success since inception in 2008, DEC has been recognised as a finalist in the prestigious Asia Pacific PR Awards 'PR Consultancy of the Year' accolade, set to be announced this November 2010.

For more information please contact

Kirstin Wallace / DEC Communications / 02 8014 5037

- www.deccommunications.com.au -