



GLOBAL INTELLIGENCE. LOCAL IMPACT.

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PROI WORLDWIDE ADDS LEADING UK TECH AGENCY WILDFIRE

UK Agency known for creative storytelling and integrated campaigns that deliver game-changing results

PHOTOS: Debby Penton, MD, Wildfire <http://www.proi.com/Private/Uploads/Debby%20Penton.jpg>
Wildfire Logo <http://www.proi.com/Private/Uploads/Wildfire%20Logo.jpg>

NEW YORK: Wildfire, the UK's 2015 B2B PR Agency of the Year and a leading independent tech agency, has become PROI Worldwide's latest partner agency, strengthening the world's largest global partnership's tech offering. PROI Worldwide consists of 75 leading independent communications agencies across five continents with more than 5,000 staff servicing 6,300+ clients worldwide and 2016 net fee income of US\$ 700+ million.

"Wildfire is one of the UK's leading independent technology PR agencies," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "We were attracted by Wildfire's multi-disciplinary approach to meet their clients' rapidly-evolving needs as this reflects the rapid evolution of, and changes taking place within, our industry as we plan for the future of our global partnership".

"Wildfire has successfully run international campaigns for technology clients for 20 years, working with a variety of informal partner agencies and freelancers across the US, Asia and EMEA," said Debby Penton, Managing Director, Wildfire and Chair of the UK's PRCA Technology Group. "Becoming a partner of PROI Worldwide is a strategic step in building on our international capabilities and relationships and gives us instant access to an established partnership of agencies around the globe so that we can continue to support our clients with their growth plans".

Wildfire's global expertise spans the business technology, consumer tech, digital marketing, electronics, and telecoms sectors. "Wildfire was formed to create a new breed of tech PR agency, with a mission to deliver results-driven campaigns that create business impacts for clients," said Penton. "We add value to every element of the marketing mix, building awareness, engaging prospects and driving sales. Our integrated PR campaigns marry all elements of the PESO model (Paid, Earned, Social, Owned) with quality content at the centre".

Wildfire is led by CEO Richard Parker and MD Debby Penton, Chair of the PRCA Technology Group and a PRCA, PR Week and SABRE awards judge. The agency has rapidly established itself as one of the UK's leading independent tech agencies.

About Wildfire

Wildfire is one of the UK's leading independent technology PR agencies. The agency helps clients generate measurable business impact from their PR investment by delivering campaigns that expertly combine earned, owned, social and paid strategies to most effectively reach and engage target audiences. Wildfire puts PR expertise at the heart of marketing, with straight-talking communications, creative storytelling and integrated campaigns that deliver game-changing results across global markets. Wildfire sets – and achieves – measurable targets for every campaign, driving web traffic, boosting SEO rankings, generating sales leads and delivering reputational change.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has 135+ offices in more than 50 countries. With 75 agencies across five continents, PROI Worldwide is the 6th largest communications group in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2016 net fee income of US\$ 700+ million.