



LOCAL INTELLIGENCE. GLOBAL IMPACT.

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## **MAILANDER BECOMES PART OF PROI WORLDWIDE'S GLOBAL PARTNERSHIP**

*On its 30<sup>th</sup> Anniversary the Italian, Turin based, Agency strengthens PROI's Regional and Global Teams*

**NEW YORK:** Mailander, a long established Italian agency providing fully integrated communications consultancy and other services to a diversified client base, has become PROI Worldwide's latest addition to the global partnership's roster of leading independent communications agencies. With more than 70 agencies across five continents, PROI Worldwide is the world's largest partnership with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"Adding our second agency in the Italian market gives PROI Worldwide a strong positioning for both its Italian and global clients," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "Mailander's diversified expertise and client base, its operation in both domestic and international markets and its 5 year old dedicated digital division to assist with strategic planning, implementation of cross-media projects and to enlist social and digital communication tools for campaigns ensures clients are guaranteed to receive fully integrated services" added Tsang.

Explaining their decision to become part of the PROI Worldwide partnership, Monica Mailander Macaluso, President of Mailander, said the agency wanted to further broaden and improve its strategic consultancy skills to support current and prospective clients entering the international market. "We can now collaborate with leading independent agencies in other countries allowing us to integrate their consolidated local knowledge of their stakeholders and media as we develop campaigns for our clients". In return, Mailander Macaluso added, "we can guarantee foreign clients that their global campaigns will be customized for maximum effectiveness in the Italian market".

Mailander's expertise includes providing financial communication services for listed companies, those undergoing an IPO, and for financial and private equity companies or groups. The agency also has a strong corporate communication and branding reputation for their work for clients in the industrial, banking and services sectors. In addition, the company has become known for its award winning destination marketing campaigns in the tourism industry.

The 30 year old Italian agency expects to grow its offering by giving support to Italian companies opening offices abroad, providing in-depth knowledge when offering assistance with issues and crisis management in foreign markets, and creating cross-media plans for promoting, especially tourist, destinations in target markets. "Today's business environment is all about strengthening commercial networks, especially when launching new products," added Mailander Macaluso. "Globalization is a distinctive asset."

PROI Worldwide Founding Partner and Global Managing Director Allard van Veen added "with the addition of Mailander we now have 33 agencies in EMEA Region, with a number having multiple offices, making PROI Worldwide the largest partnership with 75 agencies worldwide.

### **About Mailander**

Mailander Srl is a leading independent communication and PR strategic consultancy in both domestic and international markets. Founded in Turin in 1987 and led by three partners, the two founders Monica and Carolina Mailander, and Bruno Caprioli, the agency includes thirty professionals with decades of experience in public relations, integrated communications and event planning. Mailander's expertise includes providing financial communication services for listed companies, those undergoing an IPO, and for financial and private equity companies or groups. The agency also has a strong corporate communication and branding reputation for their work for clients in the industrial, banking and services sectors. In addition, the company has become known for its award winning destination marketing campaigns in the tourism industry. In 2011, Mailander established a digital division to support strategic planning and implementation of cross-media

projects and social and digital communication tools and campaigns. Within the company, Mailander has also developed divisions of competence and a high degree of specialization to support clients in crisis management, strategic internal communication & training, and events.

### **About PROI Worldwide**

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover of its partner agencies exceeds US\$702,000,000, positioning it as the 6th largest communications company in the world by net fee income.