



GLOBAL INTELLIGENCE. LOCAL IMPACT.

**Sergey Sbitnev**  
SPN Communications

[s.sbitnev@spncomms.com](mailto:s.sbitnev@spncomms.com)

**Allard W. van Veen**  
Global Managing Director  
PROI Worldwide

[avv@proi.com](mailto:avv@proi.com)

**Clare Parsons**

Global Chair  
PROI Worldwide

[Clarep@lansons.com](mailto:Clarep@lansons.com)

## **RUSSIA'S TOP AGENCY SPN COMMUNICATIONS JOINS PROI Worldwide**

*SPN provides both Russian and Global Clients with additional Access to Strategic Capabilities*

**NEW YORK:** The leading communication agency SPN Communications has become part of PROI Worldwide and will represent its interests in Russia. PROI Worldwide is the world's largest communications partnership with more than 5,400 staff servicing 8,200+ clients and 2017 net fee income of US\$ 868+ million.

SPN Communications is one of three largest communication agencies in Russia according to Russia's National Index of Communication Agencies. The agency's clients include the Ministry of Finance of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, KFC, LG, Shell, Pfizer, Gazprom, Megafon, Rosneft Oil Company, ROSBANK and many others.

"Adding a Russian agency which offers such a broad range of services and whose portfolio encompasses more than 5,000 campaigns undertaken for Russian and international clients will provide our clients with the added expertise required to access Russia's decision makers, industry and consumers," said London based Clare Parsons, Global Chair of PROI Worldwide and Chair of Lansons. She added that SPN is recognized as an industry leader having received SABRE Awards, IABC Gold Quill Awards and IPRA Golden World Awards.

"We are very pleased to become a part of such a reputable international community of PR leaders," said Andrey Barannikov, CEO of SPN Communications. "It's a great honor and strong motivation for SPN Communications as well as for our clients and partners to become a PROI partner agency especially while the Russian communication industry is experiencing significant growth and undergoing many changes". SPN Communications has played a key role in the development of the Russian communications industry and strives to enhance and introduce new communication solutions for business. Adds Barannikov "As a partner of PROI we will be able to adopt modern international communication practices and share new creative ideas with our clients".

PROI Worldwide encompasses more than 75 leading PR companies from 50 countries with over 5,400 employees from around the globe. PROI provides consultancy and implements campaigns for around 8,200 clients for such international brands as PepsiCo, Mercedes Benz, Walmart, Unilever, Google, Zara, Microsoft, Intel, Gazprom, AliExpress, Emirates Airlines, Samsung and thousands of other brands.

For more information about PROI Worldwide go to [www.proi.com](http://www.proi.com). To know about SPN Communications go to [www.spncomms.com](http://www.spncomms.com)

### **About PROI Worldwide**

[PROI Worldwide](http://www.proi.com), the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 135 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 5th largest communications partnership in the world with more than 5,400 staff servicing 8,200+ clients worldwide and 2017 net fee income exceeding US\$ 868 million.

#### **SPN Agency:**

Andrey Barannikov: CEO, SPN Communications  
Sergey Sbitnev: Deputy Director General

[www.spncomms.com](http://www.spncomms.com)

[s.sbitnev@spncomms.com](mailto:s.sbitnev@spncomms.com)

#### **PROI Worldwide:**

Clare Parsons, Global Chair  
Allard van Veen, Managing Director

[www.proi.com](http://www.proi.com)

[Clarep@lansons.com](mailto:Clarep@lansons.com)

[avv@proi.com](mailto:avv@proi.com)