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## **PROI WORLDWIDE AGENCY FINN PARTNERS NAMED MID-SIZE AGENCY OF YEAR**

*PROI Worldwide Agencies 360PR, G+S Business Consulting and W2O Group finalists by Holmes*

**NEW YORK:** New York based PROI Worldwide Agency Finn Partners was named Mid-Size Agency of the Year and three other US based PROI Worldwide Agencies were finalists in various Agency categories by the London based Holmes Group which provides the most sophisticated reporting and analysis on public relations and communications trends and issues and which is recognized as the industry leader in its field.

Three other PROI Worldwide Agencies in the US were shortlisted among a list of up to 5 finalists in various categories: 360PR in Boston (Boutique Agency of the Year), G+S Business Consulting (Corporate Agency of the Year) and the W2O Group (Digital Agency of the Year).

“This reflects our leadership position in the communications industry in the United States,” said Andreas Fischer Appelt, German based Global Chairman of PROI Worldwide and owner of fischerAppelt one of Germany’s largest communications Agencies.

PROI Worldwide’s Finn Partners was founded at the end of 2011 and has increased its revenues from US\$25 million to US\$65 million. Despite rapid growth, PROI Partner Peter Finn maintains his commitment to creating one of the industry’s best workplaces. The firm employs 170 people at its New York head office and a further 230 in its other US locations.

Finn Partners’ client list includes ExxonMobil, Hotels.com, Hyundai Hope on Wheels, IEEE, Jack Daniel’s, Jamaica, the Kellogg Foundation, Petsmart, and Turkey. Says Paul Holmes in his review of Finn Partners: “Interesting work ranged from helping the IEEE (the professional organization for engineers) build its digital and social presence to working with Jamba Juice on the launch of its freshly-squeezed line, to launching the No More domestic violence initiative, a campaign that builds on the success of the agency’s past work on the issue with Liz Claiborne, creating a movement around an issue the team clearly feels strongly about”.

In separate listings by the Holmes Group of finalists for Consultancies of the Year in Europe, The Middle East and Africa (EMEA), seven PROI Worldwide Agencies currently top the lists of finalists for Consultancies of the Year in Europe, The Middle East and Africa (EMEA). They are Atmosphere Communications (Africa), fischerAppelt (Germany, Austria and Switzerland), Ewing PR (Eastern Europe), Wellcom (France), Atruvia/Infopress (Iberia), Lansons (UK) and Interel (Public Affairs).

The Holmes Group is dedicated to proving and improving the value of public relations, by providing insight, knowledge and recognition to public relations professionals. The Holmes Group was founded in 2000 by Paul Holmes, publisher and CEO, who has more than two decades of experience writing about and evaluating the public relations business and consulting with both public relations firms and their clients.

PROI Worldwide was founded in Europe in 1970 and is the world's largest partnership of leading independent integrated communications agencies with 2014 fee income in excess of US\$ 615 million. With a presence in 50 countries on six continents, PROI's 110+ office locations include London, Paris, New York, Hong Kong, Frankfurt, Tokyo, Beijing, Brussels, Mumbai, Los Angeles, and Sao Paolo. PROI Worldwide Partners are business leaders and entrepreneurs who understand the demands facing clients and the importance of return on investment and they combine their local knowledge to deliver global results.