



GLOBAL INTELLIGENCE. LOCAL IMPACT.

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AGENCY 1323  
Strategy & Communication



PHOTO L to R: Rita Saunorytė Norutienė, Partner Agency 1323 & Arturas Jonkus, Partner Agency 1323

## PROI ADDS LITHUANIAN AGENCY 1323 FURTHER STRENGTHENING ITS POSITION IN BALTICS

*Vilnius-based communication agency offers strategic advice, reputation management and crisis communication*

**NEW YORK:** PROI Worldwide, the world's largest partnership of integrated communications agencies, has added Agency 1323 in Lithuania to boost its presence in the Baltic States and to continue its global leadership by providing communications services to companies headquartered in Lithuania as well as around the world.

"My previous experience working with PROI Worldwide agencies in different countries has made me realize that being part of the PROI Worldwide partnership will help our agency to develop our expanding team and learn from the best world practices," said Arturas Jonkus, one of two Founding Partner of Agency 1323.

"The Lithuanian Economy is driven by increasing exports of goods and services worldwide," adds Rita Saunoryte Norutiene, the agency's Managing Director. "The global expansion of business requires companies to obtain communication support in foreign markets and as part of PROI Worldwide we have expanded our capabilities to provide those services to our clients anywhere in the world".

Commenting on the addition of Agency 1323, Clare Parsons, PROI Worldwide Global Chair and Chair of leading London-based reputation management consultancy Lansons, stated that "the Baltics as a whole is an incredibly important part of our EMEA Regional offering to clients". "We know Agency 1323 will play an important role among our Baltic agencies in Estonia, Latvia and Lithuania".

Led by founding partners Rita Saunoryte Norutiene and Arturas Jonkus, the agency, established in 2014, provides a broad range of senior consulting services to national and international companies. "We've developed a strong position for our expertise in reputation management, crisis communication, as well as employer branding and social media communication," said Founding Agency Partner Jonkus. Adds Agency 1323 Managing Director Rita Saunoryte Norutiene "we investigate the challenges our clients face to understand the objectives they want to achieve and to determine how our expertise can help them".

Both founding partners of the agency are communication experts. Jonkus is an advisor on corporate communication, public affairs and diplomacy and an associate professor in the Faculty of Economics and Business Administration at Vilnius University teaching Corporate Communication Management. Previously a

journalist, Norutiene has a master's degree in public relations from Vilnius University and has provided communication advice to businesses and organisations.

The team from Agency 1323 was recognized for their work in the 'Employer Branding Campaign' category at Lithuania's PR Impact Awards last month.

**ENDS**

**About Agency 1323**

[Agency 1323](#), based in Vilnius, Lithuania, was established in 2014. The agency provides consulting services to international and local companies, specializing in reputation management, crisis communication, as well as employer branding and social media communication.

**About PROI Worldwide**

[PROI Worldwide](#), the world's largest partnership of integrated independent communications agencies, was founded in Europe in 1970. Its 76 Agencies have offices in more than 165 cities encompassing 50+ countries across five continents. PROI Worldwide is the largest global communications industry brand and rated 5th largest among communications holding groups in the world with more than 6,417 staff servicing 8,200+ clients worldwide and 2018 net fee income approaching US\$ one billion.