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## Macedonian firm IDEA LAB joins PROI Worldwide

*Communications Entrepreneurs Support Agency Development and Client Service*

**Chicago:** IDEA LAB, based in Skopje, North Macedonia, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 55 countries.

“Sharing knowledge and experience with other top independent agency owners is an important professional development initiative for IDEA LAB,” said Dimitar Atanasovski, Owner and Marketing Director of the agency. “We are used to collaborating with agencies on programs across the Balkan Region and we look forward to networking and extending our reach with PROI Partners on a wider scale.”

Ciro Dias Reis, PROI Worldwide Global Chair and CEO of leading Brazilian firm Imagem Corporativa, stated “Based on their great work with other PROI agencies, we are very happy to add IDEA LAB to our group of leading entrepreneurial communications firms. Their creative approach and attitude to client service and business growth will be a perfect fit to help support our Partners in the region.”

“We always strive to enrich our campaigns with an additional value,” said Ema Anchevska, Owner and Team Director of IDEA LAB. “This mindset demonstrates the creative effort that everyone in our team exhibits with their work.”

IDEA LAB was founded in 2013 and is owned by two leaders of the agency, Dimitar Atanasovski and Ema Anchevska. They have built a strong reputation for supporting PR, event management, video production and social media programs for clients across consumer products, healthcare and government programs.

PROI Worldwide encompasses more than 80 PR and communications businesses in 165 cities and 55 countries. Reis says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$913 million in revenue and 6,900 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

## About IDEA LAB

[IDEA LAB](#) is a Macedonian PR and marketing agency based in Skopje. Founded in 2013 by two co-owners, IDEA LAB has developed a wide network of a client-portfolio and positive references, — a proof of the company's unique quality-approach. The agency's vision is very simple — there is nothing that cannot be done. The team stands for creativity and innovative communication strategies that are already recognizable on the local and regional market. By striving for growth, the company continues to succeed in attracting new clients with transformative ideas. Motivated by hard work, the drive of making a difference, constant improvement of both creative and communication skills, a daily habit of finding inspiration from global PR and marketing trends, is the exact minimum of what moves IDEA LAB forward.

## About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2020, PROI encompassed 80 partners with 6,900 employees in more than 165 cities and 55 countries. With combined revenue of more than US\$913 million, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.