



Contacts:

Nissim Douek
Founder and Owner
Unik Public Image
nissim@unik.co.il

Jeff Altheide
Global Managing Director
PROI Worldwide
jaltheide@proi.com

Jeff Lambert
Chair, Lambert Global
Global Chair of PROI
Worldwide
jlambert@lambert.com

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Israeli Firm Unik Public Image Joins PROI Worldwide

Unik Brings Strong Presence in Israel Market to Global Agency Network

Chicago: Tel Aviv-based [Unik Public Image](#) has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries.

"We are thrilled to join PROI Worldwide as the sole representative of the network in Israel and convinced that this will help our professional growth and development," said the founder and owner of Unik Public Image, Nissim Douek, who added that "there is no better way for us to celebrate our 20th anniversary than becoming members of this respected and prestigious network, to which we hope to contribute much of our experience and connections in the Israeli market."

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global, stated, "Our agency Partners and clients have a great interest in the Israeli market, and we are thrilled to add a strong leader in that country. Unik brings the right depth and breadth of resources we needed to address opportunities there."

Founded in 2003 in Tel Aviv, Unik offers a multi-disciplinary approach to helping clients achieve their goals. The agency is particularly strong in public affairs, lobbying, crisis, social media, and PR counsel. Their clients include a broad range of businesses and organizations, from professional services, manufacturing, and real estate to tourism and entertainment.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Lambert says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions worldwide.

About Unik Public Image

[Unik media group](#), an interdisciplinary public relations firm that creates impactful strategies to promote brands, ideas, movements, and people, is one of Israel's leading public relations, strategy, digital, and crisis management agencies. Unik's value proposition extends beyond communications services to include a comprehensive program for actions in the public sphere. Over its 20-year history, Unik has served as a PR advisor for government agencies and private companies, run major campaigns that have made headlines, and successfully tackled crises threatening its clients.

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 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.