

TheHolmesReport

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BRUSSELS—The North Face, a leading supplier of outdoor apparel, equipment and footwear, has selected LVTPR as its strategic PR and communication partner in the Benelux region. LVTPR will support The North Face to increase its media coverage in the Benelux, strengthen its brand name and to get the right message across, in vertical and horizontal media. The North Face joins a lifestyle client portfolio that includes Sonos, Harley-Davidson, Henkel and Zumba Fitness.

LONDON—Miele, the German appliance giant, has brought in Kindred to help drive trade and support the continued growth of its business-to-business segment in the UK. The account will be led by Ruth Kieran, deputy managing director at Kindred. The firm will deliver a two year campaign of sector-specific activity which will utilise new digital, social and online PR techniques while also handling traditional trade sector and corporate media engagement.

AMSTERDAM—Dutch communication firm Creative Venue PR has joined IPREX, the global network of communication agencies. Creative Venue works in financial PR, investor relations, reputation management, crisis communication, digital, marketing support and reporting (such as annual reports, white papers, sustainability reports and leadership opinions). It has special expertise in financial, services, retail and logistics, with clients including Amsterdam Commodities, Delta Lloyd Group, G4S, NPM Capital and JCDecaux.

LONDON—Technology, media and telecoms PR specialist Red Lorry Yellow Lorry has appointed Farah Jifri as head of media PR. She will be based in the company's London office and will oversee all the firm's media industry clients and teams. Most recently, she spent three years with technology analyst Current Analysis, where she specialised in the European consumer broadband, mobile and broadcast services markets.

LISBON—Global Press, a boutique-sized PR firm based in Portugal and specialized in providing strategic direction, corporate communications and media relations counsel to both private and public companies, has joined Public Relations Global Network, a network of 47 independent public relations firms and more than 800 communications professionals.

LONDON—Brunel University has hired College Group for stakeholder and brand project. The university chose College Group because of the team's in-depth education sector experience as well as its stakeholder engagement and branding credentials. The overall project team is being led by Geoff Potter, senior partner.

LAGOS—The Quadrant Company, one of Nigeria's leading independent public relations firms, has launched Qlichy, a business intelligence portal targeted at projecting the Nigerian business community and creating opportunities for networking and e-commerce.

<http://www.holmesreport.com/news-info/13337/EMEA-News-In-Brief-April-29-2013.aspx>