

Oriella PR Network Partners Scoop Three Awards at Sabre Awards 2008

Agencies from Germany, Spain and the UK win prestigious European industry awards

London, UK, 30 May 2008 – The [Oriella PR Network](#), the alliance of communications agencies in 20 countries around the world formed by [Brands2Life](#) and [Horn Group](#), today announces that five agencies were nominated, of which three were victorious at the recent Sabre Awards in Venice. Brands2Life (UK), Fink & Fuchs PR (Germany), and Marco de Comunicacion (Spain) were all winners on a hugely successful night for the Oriella PR Network. Ballou PR (France) and Canela PR (Spain) were also both finalists for their market-leading campaigns in 2007/2008.

Brands2Life received the Consumer Products Award for its campaign “Reintroducing Rentokil” for Rentokil. Brands2Life was originally tasked with re-establishing trust and raising brand awareness of Rentokil Pest Control services to residential and business customers in 2007. Within seven months of receiving the brief, Rentokil had been featured in every major UK national newspaper and many top lifestyle magazines discussing how to address the problems of moths, bedbugs and rodents. The campaign reached over 51.5 million people in the UK.

Fink & Fuchs PR was named “German Consultancy of the Year”. The Sabre Awards Committee concluded that the combination of its expertise in technology PR in Germany, its commitment to forward-looking topics such as online/new media and CSR, the professional esteem in which it is held by the business press as a whole and the abundance of PR Awards it has already won were all key factors in reaching its decision.

In the Travel and Tourism category, Marco de Comunicacion won the award for its “BODY.MIND.MADEIRA.SEE IT.” campaign with the Madeira Travel Board.

Challenged with increasing the number of Spanish visitors to Madeira. Marco de Comunicacion’s campaign specifically targeted the differentiators the island has to offer. It led to a total of 204 clippings, an increase in the number of Spanish tourists going to

Madeira of 37 per cent as a direct result of the PR campaign and deserved recognition at this year's awards.

"The amount of wins and nominations at the Sabre Awards truly underlines the pedigree offered by the Oriella PR Network," said Giles Fraser, Co-Head of the Oriella PR Network and Co-Founder of Brands2Life. "Our network features the very best of independent local PR talent throughout the region and we look forward to beating this year's tally in 2009."

In total, Oriella Partners were nominated for a total of ten awards – Brands2Life (4), Marco de Comunicacion (3), Fink & Fuchs PR (1), Ballou PR (1), Canela PR (1).

About the Oriella Network

The Oriella PR Network is an alliance of 15 communications agencies in 20 countries around the world. Our partnership of independent agencies was built upon a set of global best practices and close working relationships not offered by others of its kind. The network was founded by Brands2Life and Horn Group with the support of agencies around the world with whom they have worked successfully on client projects - in some case for many years. Oriella partners exist in major and secondary markets throughout The Americas, Europe and Asia/Pacific.