

PRESS RELEASE

PR Award 2019: public imaging recognised as one of the world's leading financial agencies

- “Financial’s Top 12 Agencies” Leading US institute selects Hamburg-based service provider
- Further recognition for pioneering work in international communications
- Official award ceremony in New York

New York / Hamburg, 23 January 2019 – Major success for public imaging: The US Gramercy Institute, an association of the world’s leading financial institutions, has honoured the Hamburg-based full-service provider with the prestigious “Financial’s Top 12 Agencies” award – thereby confirming its status as one of the world’s leading financial agencies in 2018.

The jury of industry, marketing and PR experts selected public imaging, the only German award winner, from a field of 78 nominated agencies. “This important award honours the world’s best and most intelligent financial agencies, and serves as a measure of the agency’s excellence and competence for leading financial companies that are looking for first-class agency services,” said Bill Wreaks, CEO and Chief Analyst at the Gramercy Institute. “These agencies consciously differ in terms of what they offer. Today, financial PR requires many specific and highly synchronised services. What these agencies all have in common is a proven track record of excellence in financial communication,” he added.

The award will be officially presented to public imaging on 29 January at the Gramercy Forum 2019 in New York (USA). Representatives of leading financial companies including Bank of America, PGIM and UBS will participate in the event as speakers and guests.

“We are very pleased to once again be honoured with this special global award. We see it not only as acknowledgement of our market-leading consulting services and network, but also as motivation to continue with the consistent development and international orientation of our agency,” explained Arne Pflugrad, Managing Director of public imaging. “The Gramercy Award sends a strong signal to the industry and underlines our aspiration to take a leading role far beyond Germany. Particularly when it comes to a clear understanding of globalised financial markets and topics, precisely recognising the relevant factors for success

and effectively interpreting them for our customers, public imaging's market knowledge, digital measurement systems and reporting give it a clear advantage," added Pflugrad.

The industry award will find a place among a number of international prizes: public imaging already won the Gramercy award in 2018. In 2016, the company received the global PR Agency Excellence Award from the British asset manager Schroders.

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About public imaging Finanz-PR & Vertriebs GmbH

public imaging was founded by Managing Partner Peter Ehlers in 1996. Along with traditional and online PR, the Hamburg-based service provider offers a full range of services in the areas of content marketing, digital solutions, social media, film production, media planning and corporate media for the financial, insurance, and real estate sectors. Clients include AB, Edmond de Rothschild Asset Management, Robeco, Schroders, UBS Asset Management and Vanguard Asset Management. For further information visit: www.publicimaging.de