

PRESS RELEASE

PR Award 2018: public imaging awarded as one of the best financial agencies worldwide

- “Financial’s top 12 agencies”: Leading U.S. institute nominates Hamburg-based service provider
- Official award ceremony in New York
- Award for pioneering work in international communications since 1996

New York/Hamburg, 19 January 2018 – Great success at the beginning of the year for the public imaging PR agency, specialising in public relations in the fields of business and commerce, finance, insurance and real estate: The Gramercy Institute in the United States, the association of the world’s leading financial institutions, has awarded the Hamburg-based service provider with the “Financial’s Top 12 Agencies” Award – and thus as one of the best financial agencies around the world.

In the eyes of the panel of judges composed of experts from industry, marketing and PR, public imaging won the day against 98 nominated agencies. “This important award honours the best and smartest financial agencies in the world and is used as a short list for leading financial companies in their search for the best agency services”, said Bill Wreaks, CEO and Chief Analyst at the Gramercy Institute. “The outstanding quality of advice, long-term customer commitments, a recognised leadership role in the industry and, in particular, the repeated market launch of innovations in marketing and PR are seen as the decisive criteria for the selection of the world’s best agencies. We congratulate the winners.”

Officially, the prize was handed over to public imaging at the Gramercy Forum 2018 in New York on 17 January. The event was attended by representatives of the world’s leading financial enterprises, including BlackRock, Vanguard and UBS, as speakers and guests.

“We are very pleased about this special global award. We see it not only as an appreciation of our market-leading range of consultancy offerings and our network but also as an incentive for the consistent further development and international orientation of our agency”, explains Arne Pflugrad, Managing Director of public imaging. “With the Gramercy Award, we make a huge exclamation mark in the industry and underscore our claim to be pioneers not only in Germany. Especially when it comes to understanding the globalised financial markets intimately, accurately identify relevant factors of success and translate them successfully for

our customers, public imaging has a clear lead through its proximity to the market, its digital measuring systems and reporting”, added Pflugrad.

The industry prize was preceded by other international honours: Already in 2016, the global PR Agency Excellence Award of the British asset management firm Schroders was bestowed on public imaging.

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About public imaging Finanz-PR & Vertriebs GmbH

public imaging was founded in 1996 by Peter Ehlers, Managing Partner. In addition to traditional and online PR, the Hamburg-based service provider offers full service in the areas of content marketing, digital solutions, social media, film productions, media planning as well as corporate media in the financial, insurance and real estate sectors. The customer base includes companies such as AB, Edmond de Rothschild Asset Management, MoneYou, Robeco, Schroders, UBS Asset Management and Vanguard Asset Management. More information at: www.publicimaging.de