



About the Holmes Report

The Holmes Group provides insight and intelligence for corporate public relations departments and others. They identify best practices in specific areas, benchmarking public relations management (the use of technology, evaluation criteria) and public relations practice (employee communications, crisis management, public affairs, etc.). The Holmes Group conducts qualitative research, analyses responses, and reports back on the criteria to identify best practice PR companies.

Based entirely on merit, The Holmes Report Card is internationally well known and very highly regarded. They have been producing report cards in the US for twenty years and in Europe for five years. For the first time, last year The Holmes Report reviewed the PR agency businesses in the Asia-Pacific region. PPR's continued healthy growth across all practice areas and geographies in 2007 was highlighted in the report which noted that PPR "now ranks among the market leaders in most of the major Antipodean markets including Sydney, Perth, Auckland Brisbane and Melbourne."

Please see the next page for extracts from the report, discussing PPR and the reasons PPR was chosen as the Asia-Pacific PR Agency of the Year 2008...

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Extracts referencing PPR from 2008's The Holmes Report

SPECIALISTS, BOUTIQUES, SMALL & MID-SIZE FIRMS

through partners in ECCO International, a network of independent firms with offices in Europe and North America.

Professional Public Relations



MULTISPECIALIST FIRM

Founded in 1970 by Peter Lazar, a veteran broadcast journalist and panelist who made his name as a campaigner for fluoridation of the water supply in New South Wales, Professional Public Relations has grown from its Sydney base to become one of Australia's few genuinely national (it now has additional offices in Canberra, Melbourne, Perth, and Brisbane) and international (Auckland, Hong Kong, Beijing and Shanghai—with plans for a Singapore office in 2008) public relations firms. It employs around 200 consultants and ranks among the market leaders in most of the major Antipodean markets, including Sydney, Perth, Auckland, Brisbane and Melbourne.

PPR offers an approach that is holistic and sophisticated, drawing on a variety of proprietary tools including an integrated communications planner, an interactive messaging matrix and media databases—it employs an in-house database team that also provides insight and analysis, as well as an in-house team of art, print and digital creatives. The past 12 months have seen a further expansion of the firm's new media capabilities and the establishment a new division that specializes in CSR and environmental programs.

Peter Lazar continues to serve as chairman, and remains active in both the profession and the community, where he has a history of providing pro bono public relations counsel to a wide range of community organizations. Richard Lazar, himself a 28-year veteran of the public relations industry, now serves as managing director of the firm, and is a leader in crisis and issues management and corporate culture change. Other senior executives include Diana Forrester, director of consulting excellence and general manager of the Canberra office; Melbourne GM Jeremy Wrench; Sally Haysom, who serves in dual roles as general manager of the Sydney office and chairman of the New Zealand operation; Jon Dee, managing director of the firm's issues solutions environmental

and social responsibility issues; and Tony Turner—a veteran of Rowland in Asia and of leading Hong Kong independent Turner Spurrier—as managing director of Greater China. New to the team in 2007 were Lee McLean, who joined as general manager in Brisbane; Michael Ward, former managing director of sustainability consultancy Ecos as senior counsel; former broadcast reporter Indira Naidoo, in the same role, specializing in issues management and government relations.

The firm enjoyed healthy growth across all practice areas and geographies in 2007, with the natural resources technology and professional services sectors and the Melbourne, Western Australia and Greater China operations leading the way—the latter, which launched in 2006 now has 14 people in two offices (Beijing and Shanghai on the mainland, plus Hong Kong), and added new clients including New Balance, CPA Australia, Stelux, Philips, and Crocs. In Australia and New Zealand, meanwhile, new business came from clients including Procter & Gamble, South African Tourism, GIO Commercial, Sanofi Aventis, Durex, and Telstra Country Wide. They join an impressive roster that includes Bunnings Warehouse, Mastercard, McDonald's, Dell, Emirates Airlines, Bayer and the Department of Health & Aging.

PPR also racked up the awards, including the PRINZ (Public Relations Institute of New Zealand) Golden Award for Consumer Marketing PR (the fourth time the firm has won the award in the last five years) and a Public Relations Institute of Australia Gold Award for Excellence and an Australian Marketing Institute Award for Marketing Excellence in the internal communications category (more perhaps—or see case studies in e-mail).

"For over two years PPR has designed and managed an innovative, new media relations program for the Group," says Jo-Anne Tierney, marketing communications manager for The Laminex Group. "PPR is reliable, flexible, creative and understand our business... quite simply, easy to do business with." Adds Michaela Murphy, public relations manager for Bunnings Group: "We have a very strong working relationship with PPR and over the years they have provided an exceptional level of client service and continue to achieve outstanding results which assist the growth of

our brand throughout Australia. PPR is an invaluable extension of our business and we would highly recommend them as an asset to any company that is serious about public relations and strategic communication."

The firm has also worked hard to position itself as an employer of choice in Australia, where the competition for talent is as fierce as it is elsewhere around the world, so a considerable investment was made in human resources support, learning and professional development, and an improved rewards and recognition program.

PPR works increasingly frequently across the Asia Pacific region, as well as managing some global assignments from Australia. The firm is part of the WPP network and maintains relationships with other WPP agencies, including Cohn & Wolfe.



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