



AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS  
2023**



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# PRCA Agency of the Year

## 11 or More Employees



*Fleishman Hillard at The Round Room, Mansion House, with their PRCA Agency of the Year Award at the 2023 Awards for Excellence in Public Relations.*



**FLEISHMANHILLARD**

**Agency**

FleishmanHillard

### **Award Citation**

FleishmanHillard Dublin began 2022 in a very strong position to build revenue and the team while still managing Covid 19 challenges. Our goal was to increase revenues, manage over-servicing and maintain margin while ensuring we were giving our employees the best career experience. We identified some headwinds that needed to be managed. A key challenge was retaining talent, crucial to delivering for our clients and driving agency growth. Covid had changed the playing field and we needed to up our offering to achieve our goals. Our strategy focused on enhancing the employee experience ecosystem and delivering exceptional client service. Financial performance outpaced forecasts with a 17% increase in turnover, eight new staff and six significant new clients signed up with us.

### **About FleishmanHillard**

Established in Ireland since 1981, we are a bright and tenacious team of 45 + consultants who take extraordinary pride in the clients who trust us to partner with them in promoting and protecting their reputations. We are fully

integrated by design with corporate, brand, creative, digital, health and public affairs operations bringing all their insights and skills together for our clients' benefit. The calibre of our work is reflected by our status as the PRCA One of Ireland's leading full-service communications agencies, FleishmanHillard represents a wide spectrum of Irish and international companies and brands that impact our daily lives. Our work helps to build, protect, and enhance reputations – the core metric and value in today's world of oscillating values and individual perspectives. With over 30 consultants from a wide range of backgrounds, FleishmanHillard Dublin brings clients fresh thinking, alongside the strategic expertise and creativity required for authentic, breakthrough communications. Through our local expertise and our direct access to our wider global network, we consistently deliver the insights, counsel and results that build reputations. FleishmanHillard is part of Omnicom Public Relations Group, a division of Omnicom Group Inc., a global collective of three of the top global public relations agencies worldwide and eight specialist agencies in public affairs, marketing to women, fashion, global health strategy and corporate social responsibility.

**[www.fleishmanhillard.com](http://www.fleishmanhillard.com)**



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