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## **O UNVEILS ITS NEW LOOK**

AWARD-winning PR agency O Communications has turned its expertise on itself and unveiled a fresh new look as it flies past the five-year mark in business.

The growing Ouseburn-based firm is simplifying its brand identity to OPR, in reflection of its growing niche focus as an independent PR agency working alongside other creative specialists.

OPR specialises in 'modern day public relations' which can encompass on and offline communications strategy, targeted media relations, community on-street events and digital content such as video for social media in the PR mix.

The agency has won over 20 awards since it was set up in 2005, including the CIPR PRide Outstanding Consultancy, and has since worked with a wide range of international, national and local advertising, marketing and digital agencies to bring its PR expertise to bear on integrated campaigns.

Chief executive Kari Owers said, "PR is such a different discipline to when I started in the industry many years ago – it's really come into its own. The PR industry is emerging as a front-runner in marketing communications, and has recorded a double-digit recovery in 2010. \*

"Nowadays PR is so much more than media relations; we have so many more channels to help our clients broadcast their message directly to customers too. We help them use everything from traditional press to Twitter to start conversations with their customers.

"We felt now was the time to apply some straight talking to our own brand; PR is an exciting field to be in and we wanted to be clear that it is a niche specialism within marketing that requires a dedicated team of experts."

OPR has worked with many creative agencies, from the second largest advertising group in the world WPP, to many of the North's top digital, marketing and advertising agencies.

OPR can include many of the North's top business and consumer brands in its client portfolio, from the NHS mental health awareness campaign Time to Change to England's biggest speculative office development Quorum Business Park and national house builder Miller Homes in the North East. It recently launched a significant customer communications campaign for Nexus Tyne & Wear Metro, launching its new travel smartcard – the Pop card – via events, social media and press.

OPR has recently been named the North East PR agency of the Year by industry magazine, The Drum.

[www.opr.co.uk](http://www.opr.co.uk)

[Twitter.com/oprtweets](https://twitter.com/oprtweets)

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Source: World Report from the International Communications Consultancy Organisation (ICCO) / PR Week.