

# PRWeek

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Independent agency faces job cuts as LG Electronics shifts £1m UK work to LG-One

# Firefly stunned by LG decision to consolidate work into WPP

By Arun Sudhaman

Independent agency Firefly has been left reeling by LG Electronics' sudden decision to shift its UK PR business to its globally aligned agency partner, LG-One.

LG-One, a multi-agency team of WPP shops, takes charge of the £1m business from next week, after winning the global mandate last year (*PRWeek*, 13 May 2009).

LG Electronics made its UK decision in late 2009, just days after sanctioning the hire of an account director to lead the business at Firefly.

'We hired someone on the approval of LG to work exclusively on its account,' said Firefly managing director Mark Mellor. 'We knew a global contract existed with WPP. But we had held planning meetings for 2010 and had been planning budgets.'

'Given the day-to-day sentiment, we were surprised.'

The Firefly account direc-



**'Macro' decision** LG said its decision was taken at a macro level

tor, who Mellor refused to name, has since moved on to another agency.

An associate director and account manager shifted to LG-One agency Hill & Knowlton as TUPE transfers.

H&K could not confirm whether the duo remained at the agency.

LG Electronics head of brand marketing Paul Mead-

ows defended the company's decision. 'Business carries on as usual until such point as somebody terminates the contract, should you choose to do that,' he said. 'Our decision was taken at a macro level, not a micro level.'

After losing its biggest account, Firefly is also making five back-office roles redundant.

## What is LG-One?

- ◆ LG-One is a multi-agency WPP team, largely made up of Hill & Knowlton and Ogilvy PR staffers. It is led by Claire Holden in the UK.
- ◆ LG Electronics selected LG-One to handle its PR across eight global regions to ensure 'comms consistency'.
- ◆ The value of LG's global PR business is £1.5m, a figure that rises dramatically once first-tier local markets, such as the UK, are included.

'You have to remain philosophical about the fact that global deals exist,' said Mellor. 'From May 2009 to November, we were repeatedly reassured that this affected global and regional, and not local, PR.'

Separately, it is believed that LG Electronics UK marketing director Andrew Warner is leaving the company.



BPG chairman Kevin Murrell

## Enter info for league table

*PRWeek* has launched the 2010 Top UK PR Consultancies, industry's definitive annual report on leading PR firms.

Agencies have until 28 February to submit their entries for the Top PR Consultancies list, and the associated league tables - healthcare, technology, etc - published by *PRWeek* throughout the year.

Once agencies have filled forms online, a copy of the information will be returned to them by email to enable the financial director and auditor to sign it off. All financial information will be checked by the PRCA to ensure accuracy. The information will be used to compile the league tables which last year were topped by Bell Pottinger Group (BPG).

Entry is online only at [prweek.com/uk](http://prweek.com/uk)

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Friday, 29 January 2010

## Malaysia's Pahang Tourist Board Chooses JVPR To Attract More UK Tourists

[Kate Magee](#), prweek.com, 21 January 2010, 5:23pm

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Malaysia's largest state Pahang has appointed its first PR agency to persuade tourists to holiday in the region.



Popular holiday destination: Japamala resort

The State of Pahang Tourist Board has called in JV Public Relations to position Pahang as undiscovered territory. It will promote the region's proximity to the capital Kuala Lumpur, its low crime rate and its 'must do before you die' experiences. These include the world's oldest tropical rainforest Taman Negara and Tioman Island.

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'There are already 436,000 UK visitors entering Malaysia, usually on their way elsewhere. We want to encourage them to stay,' said account manager Annabel Goldie-Morrison.

She said the agency pitched for the business, 'after spotting a gap in the market after a Malaysian parliament reshuffle'.

'The new minister for tourism is from Pahang and keen to promote it,' she said.

The JVPR team is also relaunching the Raleigh Hotel in Miami later this year following its purchase by the Brilla Group.

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