



AGENCY OF THE YEAR

PR Agency of the year

Winner RES PUBLICA PUBLIC RELATIONS



Beer ad makes sense



Tom Bennett poses through the television display used to promote Beck's Beer Award. Photo: Will Knight

Hair today, gone tomorrow

If the "when in Rome..." logic holds true in Brazil, visitors to the South American nation should prepare to slip off their skulls and ready their neckers for some hardcore waxing. Named after the hair removal method favoured by the E-string-wearing women of Copacabana, the Brazilian is a form of public waxing where not a hair is spared. Victoria Beckham is a devotee, reportedly declaring during a magazine interview: "I love Brazilian. They taught us to be compulsory at it, don't you think?" If proof were needed that no subject is beyond academic inquiry, the Cosmetic Physicians Society of Australia is co-ordinating a study looking into why the technique has become so popular. Volunteers are asked to complete an online survey at the society's website. The researchers plan to conduct a study of 100 women undergoing deer hair removal. www.cosmeticphysicians.org.au



New physio dimension
Back and limb pain affects six in ten of Australians in some degree in their lives, but a technique that is providing patients relief has been found.

Wax on, wax off
If you've been considering going for a "Brazilian" wax, a new study may just tip you over the edge. Research by the Cosmetic Physicians Society of Australia has revealed that nearly two in three women would like to wax with hair as no greater benefit, at present, over a Brazilian wax had in their waxing experience.

One in five Australian kids is overweight before they even start school.

RED ALERT
Public Health Australia has issued a red alert over the rise in obesity among children in Australia.



Res Publica emerged as the PR Agency of the Year after an exceptional year of growth and success. The PR firm delivered big original ideas that cut through the clutter and delivered positive brand awareness for its clients. The agency also won top honours from the Public Relations Institute of Australia for its campaign to legalise therapeutic cloning for medical research purposes. One 2007 Agency of the Year judge summed up the agency's submission with: "Fantastic, diverse body of work and client roster."

CREATIVE

Res Publica created unique PR campaigns for the likes of Westpac, premium Dutch beer brand Amstel and Unilever's Streets throughout the year. The Streets campaign generated positive editorial for a children's treat against a backdrop of a media frenzy about childhood

obesity, which was no mean feat.

The PR firm was asked to highlight the nutritional advantages of Paddle Pop after the ice cream was reformulated, and made free of artificial colours and preservatives. The activity, which took place in April 2007, included an exclusive 10-minute segment on the Nine Network's *Today*.

CLIENT STABILITY, WINS/LOSSES

In 2007, Res Publica lost one client, Tiger Beer. But it added nine others to its books, including the Australian Association of National Advertisers, Tooheys New, Gatorade and Fitness Australia, among others.

STAFF STABILITY

Res Publica retained every single staff member in 2007 – impressive in an industry renowned for extremely high turnover. The PR firm tailors staff training programs to its employees' developmental

needs and makes sure it stays ahead of technological and media developments that impact its industry. It plans to partner with a London-based agency to exchange staff on one-year secondments and offer additional paid leave to reward long-term employees.

FUTURE

Fundamental to the agency's continued growth is attracting, training and retaining the right talent. That's why it focuses on staff development and has both short-term (bonus/profit share) and long-term (equity participation/additional paid leave) incentive programs.

It involves all employees in the development of its annual operating plan, which evolves from a two-day, off-site conference. Res Publica plans to expand its government affairs operation in Canberra and develop a financial public relations practice in Sydney.

Snapshot

WINNER Res Publica
FINALISTS One Green Bean, Open Dialogue

The PR Agency of the Year category was introduced for the first time this year, and attracted a strong field of candidates with seven entries, including long-standing agencies as well as relative newcomers, such as finalists One Green Bean and Open Dialogue (which has since rebranded as Access PR).

Finalists

ONE GREEN BEAN



In just 238 days, newcomer One Green Bean has grown from a head count of one to a staff of 13. It has also participated in eight competitive pitches (in which it enjoyed a 100% success rate) and has a standing roster of 14 clients across 23 different brands. The new kid on the block has worked with ninemsn, Virgin Atlantic and BT Financial Group, among others. One Green Bean gave some of the established operators a run for their money, praised by the judges for its creativity, and will definitely be one to watch next year.

The agency believes the fundamentals of PR aren't rocket science – that when people want to buy something, they seek opinions from people they trust. The firm is finetuning the way its successes are measured and has high hopes for the future.

