

Bucharest, 9<sup>TH</sup> of April, 2009

## **Lowe PR on the shortlist of 2008 EMEA Sabre Awards**

**The winning campaign - *Don't let body odor brand you*** signed by Lowe & Partners and Lowe PR for Unilever/ Rexona is the only Romanian PR campaign shortlisted in the Fashion & Beauty Category of the EMEA Sabre Awards 2008.

The campaign has already been awarded locally, in Romania, with a Golden PR Award for Excellence at PR Award 2008 in one of the most challenging sections of the competition - PR for Marketing.

"A SABRE nominalization represents a great recognition for every PR professional, a valuable confirmation of its creativity and flawless execution. ***Don't let body odor brand you*** is an important milestone in Lowe PR's evolution, a new boarder we crossed along with our visionary client Unilver. We would like to thank the Unilever/ Rexona team for their trust and willingness in the pursuit of excellence. Last but not least, we must thank our colleagues at Lowe & Partners and eLowe. Without them, none of these would have been possible", stated Hortensia Nastase - Managing Director Lowe PR.

*Don't let body odor brand you* was one of the most unconventional and complex communication mixes launched on the Romanian market in 2008. The campaign targeted a wide range of channels from blogs to print & TV resorting to a complexity of techniques meant to touch a wide range of publics and generate consistent WOM. In brief, the program managed to reach its objectives in a 90 days interval by generating a national revolution against perspiration.

In the race for the great award, Lowe PR and Unilever Romania compete with strong brands like Hush Puppies & Mandate Communication from Great Britain, The Body Shop & Marco de Communication from Spain, Adidas & Prime PR from Sweden.

For further information, please access:

[http://www.holmesreport.com/about/sabre\\_info.cfm](http://www.holmesreport.com/about/sabre_info.cfm)

Already at its fifth edition, the Sabre Awards (Superior Achievement in Branding and Reputation) is one of the biggest international competitions dedicated to the Public Relations professionals.

The competition is sponsored by the American publication *The Holmes Report* and assumes the mission of rewarding the creativity and efficiency of public relations companies all over the world.

The contest is taking place every year, in three different geographical areas: USA, EMEA (Europe, Middle East & Africa), Asia and Pacific.

This year's Gala will take place in May, in Stockholm.

### **About Lowe PR**

Winner of a Golden PR Award for Excellence in the "PR for marketing" category at the PR Award 2008 together with Unilever/Rexona, and finalist in the Sabre Awards 2008, Lowe PR covers the entire spectrum of global specialty practices (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), as well as specialized services (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

The Lowe Public Relations client portfolio includes big companies such as: Orange, Electrolux, Unilever, Orange, RBS (Royal Bank of Scotland), Johnson&Johnson, Eli Lilly, Walmark, Abbott Romania, Stem Health Unirea, CSC Pharmaceuticals, TNT Romania, FOCUS „The Romanian Centre for Missing & Sexually Abused Children" Lowe & Partners, Initiative Romania, Medic One.

In 2009, Lowe PR managed the public relations campaign for the European Parliament elections in Romania, the largest institutional campaign of the year and in the history of Europe.

Lowe PR is member of one of the biggest communication groups in Romania along with: Lowe & Partners, Initiative, e-Lowe, Medic One and Scholz & Friends.