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## Lowe PR, the golden team at PR AWARD 2008

- Lowe PR won the Golden Award for Excellence at PR AWARD 2008
- ***Don't let body odor brand you*** had been assigned the best PR for marketing campaign of last year

After a strong fight against perspiration, Rexona entered the gallery of monumental brands through communication!

„What we wanted to show through this campaign is that the world can be changed through communication even if it is marketing driven. When you succeed in transforming a certain campaign in a happening, when you manage to bring sales in the subsidiary area, without neglecting them as objective, and to bring other values to front, then you have the chance to create something memorable“, says Ramona Bloju, Brand Building Manager Deo Unilever South Central Europe.

During PR Award Gala Night, the ***Don't let body odor brand you*** has been assigned as one of the best campaigns unrolled in Romania. The campaign managed by the teams of Lowe PR, Lowe & Partners, eLowe and Mindshare received the highest award in the category PR for Marketing, the most disputed section of the festival.

„This campaign is an outstanding achievement for the big Lowe team. Besides being a successful campaign, ***Don't let body odor brand you*** is a case study, is the proof that public relations can be done at high level. I would like to thank my colleagues for a wonderful sample of professional team work and also Unilever, an incredibly beautiful client!“, said Veronica Savanciuc, president of Lowe PR.



The jury itself, composed by some of the most distinguished personalities of the worldwide communication industry (James Grunig, Peter Debreceeny), said that 2008 marked an absolute record for the PR Award entries, quantitatively and, most important, qualitatively.

The ***Don't let body odor brand you*** campaign has been definitely one of the most original and complex mixes launched on the local market. Present in almost all communication channels: from the blog to the TV, the program reached its goal in only 90 days by triggering a national movement against perspiration.

„Besides square centimeters of print, radio and TV coverage, apart from the ad value, there remains the story... Rexona will always be associated with the story about (anti)perspiration and with the Jojo experiment while we, Lowe PR, will always be associated with Rexona. Here resides the beauty of the campaign; this is the highest reward with which we left the ball room. Thank you Unilever, Jojo, Lowe & Partners, eLowe, Mindshare”, concluded Hortensia Nastase, Managing Director Lowe PR.