

MEDIA RELEASE

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Brisbane North PR firm wins back to back awards

Clayfield-based public relations firm Jacoby Reis Public Relations (now called **br&new**) was recognised for the second year running when consultant Alison McDonald was named the Public Relations Institute of Australia's (Qld) 2005 Young Practitioner of the Year - a title previously held by another of the firm's consultants, Carla Adams.

Five years after starting out at home, mother-of-two and **br&new** Director Jennifer Reis, now has six consultants and has developed a focus on employing quality university graduates and experienced mothers looking at getting back into the workforce.

"There is not a lot of opportunity for graduates in this industry. Part of what we're trying to do is harness their creativity and enthusiasm to provide clients with new talent and fresh ideas. I'm also a strong believer in developing industry talent for the future. If we don't give them the experience – the chance to have a go – who will?"

"My philosophy is to throw them into the deep end. That's the way I learnt. Even though we have great systems and processes in place to develop, manage and run communication campaigns – for people to learn and learn well, they must have some autonomy" Reis said.

Well-regarded as Jacoby Reis Public Relations, **br&new** was recently launched to provide a greater focus on brand communication and integrated marketing techniques. With business booming, in September this year Jennifer made the move from her original home office in Woolloowin to office space in Adelaide Street, Clayfield..

"I started the business so I could be a stay-at-home mum, but when my youngest started school this year, the business took off. My priority was to find an office in the local area so the kid's could easily walk there from school. When, 65 Adelaide St became available to lease, I knew it would be perfect. With so much history in the property – over 110 years old – and plenty of space and character we couldn't wait to put our sign up!"

"We also have interstate clients and many find the location (just off Sandgate Road and close to the airport) convenient for meetings. North Brisbane is a great place for business," Reis said.

Future plans for **br&new** include opening an office in Melbourne and raising awareness of the importance of 'brand' in strategic business and communication management.

"Most people believe a 'brand' is simply a logo or trademark. But all a good logo ever gets most people is a large bill! What they should be getting is a strategic communication program that reflects the total value experience and relationship consumers have with their brand. This is what **br&new** is all about," Reis said.

br&new is a 'brand new' approach to solving client communication problems by creating and growing client brand value through strategic communication processes. For more information visit www.brandnew.net.au or call 3256 1255.

Brand New –building wealth through brands

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