

Sony Ericsson Calls On Hill & Knowlton

Contributed by A&M
Monday, 15 June 2009

H&K win Sony Ericsson PR for Malaysia

Agency already handles Australia and Singapore accounts

Essence Communications held the business for over three years

Sony Ericsson has handed more of its public relations business in the region to Hill & Knowlton, shifting its Malaysia account away from Essence Communications in the process.

Hill & Knowlton currently holds the account in Australia and just last year won the Singapore business from Camber Communications.

Essence Communications, which is also a fellow WPP company, held the account since December 2005. The agency was formed by former Siemen's VP for strategic marketing and corporate communications, Felix Heinemann back in 2000.

In recent times, some key events Essence and Sony Ericsson have worked together on include the Sony Ericsson Experiential Showcase in mid-2008 - an event giving local media a sneak peak of up-and-coming models - as well as Sony Ericsson's Traffic Jam concert in August 2008 featuring rock band Daughtry.

Malaysia - June 2009