



## **ESSENCE CELEBRATES NEW YEAR WITH ALL RETAINERS.**

**MALAYSIA, Kuala Lumpur- 10 January 2011** - Essence Communications will continue its relationship with all its existing retainer accounts, carrying them into 2011.

The consultancy which won Consumer Launch Campaign of the Year and Gold Campaign of the Year at the PRCAM Awards 2010 also welcomed new clients in 2010 such as Schneider Electric, Panasonic, Friesland Campina, Trinity Group.

Essence will also maintain its servicing of all its key retainer accounts, including Cyberview, the landowner of Cyberjaya, the third most profitable GLC in the country; Etihad Airways, the national airline of the United Arab Emirates, touted by industry professionals as the fastest growing airline in commercial aviation history; Colgate-Palmolive, a worldwide leader in the field of oral and personal care, Fitness First, the number one Health and Fitness Centre chain in the country and Accenture, a global management consulting, technology services and outsourcing company.

According to Founder and Group Managing Director, Mr. Felix Heinemann, "We are honored to continue working with our clients who are leaders in their respective fields. Moving into 2011, the relationships we have with our clients will prove to be an asset to stay ahead in a hypercompetitive market'

Throughout its operations, Essence Communications has serviced accounts over a wide spectrum of fields, including the corporate, pharmaceutical, healthcare, motoring, telecommunications, property, aviation, lifestyle, fashion and FMCG industries. Both multinationals and SMBs are part of its client portfolio.

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