



## **ESSENCE AWARDED ‘TOP QUICKSTART PR AGENCY 2011 IN ASIA PACIFIC’ BY SCHNEIDER ELECTRIC.**

Malaysia’s agency one of 3 to receive award globally.

**Petaling Jaya, 6 October 2011** - Essence Communications Sdn Bhd (Essence) was awarded the ‘Top Quickstart PR Agency 2011 in Asia Pacific’ by Schneider Electric last week. The award recognizes newly appointed PR agency teams that have made a difference during the first 6 months of this year. The criteria for the award includes: quick and full integration and adoption of the global PR processes, high quality and timeliness of reporting, the level of output and strong results. Other countries that received the award were Columbia and United Kingdom.

“We are indeed very humbled and honored by the award. Our success with Schneider Electric is based on understanding their fundamental business concepts and multi-faceted operations. The challenge was tailoring our strategies to suit the different messages of each business unit while maintaining the group’s primary positioning, and that is Schneider Electric’s leadership in making energy safer, more reliable, more efficient and more productive,” said Felix Heinimann, Group Managing Director of Essence Communications.

Lainee Wong, Country Marketing Communications Manager of Schneider Electric Malaysia congratulated the agency and stated, “We are happy to present this award to Essence as the team really grasped the intricacies of our business within a short period and was able to come up with innovative angles that have helped raised the awareness of Schneider Electric as a leader in energy management to Malaysians.”

This is the first Asia Pacific award and the third time Essence is being recognized as a top agency in Malaysia. In 2007, the agency won the award for Consumer Launch Campaign of the Year for its execution of the Gain Eye-Q Learning Through Discovery Campaign and in 2010, the agency won the Best Consumer Launch Campaign of The Year award and topping it with the Best Overall Campaign of the Year, being the only PR agency receiving a Gold Standard from the Malaysian PR Award in 2010.

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