



**MEDIA RELEASE**

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**ESSENCE AWARDED DELECTABLE SILVER WPPED CREAM**

Malaysian agency emerges second in Corporate & Public Affairs category

**Petaling Jaya, October 10, 2011** - Essence Communications Sdn Bhd (Essence) was awarded the silver or 'highly commended' title in the prestigious WPPED CREAM 2011 Awards by the WPP group. The award recognises Essence for the Energizer Malaysia Night Race post-event crisis communications campaign, making Essence one out of only seven public relations agencies worldwide to receive this prestigious award.

Essence earned one of three positions up for contention in the Corporate and PublicAffairs category. The WPPED CREAM Awards recognises outstanding integrated campaigns and annually receives more than 300 entries worldwide. The number of submissions doubled this year, providing the judges with the highest calibre of entries yet.

"We are honoured and ecstatic to be recognised for pushing the envelope of creativity to produce measurable results. Indeed, it is a major accomplishment for us to be selected as a winner amongst hundreds of entries as we are a mid-size Malaysian agency from Petaling Jaya, pitting against the 'big-boys' that are global integrated agencies. This award also acknowledges our ability to develop exceptional PR campaigns that can be benchmarked at the international level," said Felix Heinimann, Group Managing Director of Essence Communications.

"Our post-event crisis communications campaign with Energizer Malaysia was based on rebuilding brand perception, reputation and credibility. The plan proved highly successful with a landslide change in public opinion within six weeks, with minimal negative impact on sales." he added.

This award marks the fourth time Essence has been recognised 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 at the Malaysia PR Awards and in 2010, won the Best Consumer and Overall PR Campaign, at the Malaysia PR Awards. Essence also recently won the 'Top Quickstart Agency in Asia Pacific 2011' by Schneider Electric.

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