

MEDIA RELEASE

CIVIC REPUTATION ANNOUNCES TEAM GROWTH AND CLIENT WINS

A fresh new brand identity and office relocation paves the way for growth at Civic Reputation

27 NOVEMBER, MELBOURNE, AUSTRALIA: Following a sustained period of growth and the addition of new capability offerings, communications agency Civic Reputation has refreshed its brand identity the same week that the agency celebrates its third birthday.

The brand refresh coincides with the Melbourne-based agency's move into a larger office and the addition of two new Account Executives.

Director, Chris Newman, said the new brand identity and office relocation tied in with the agency's future direction and recent business expansion.

"As we approach our third birthday, Civic Reputation has established itself as a genuine full-service communications proposition, with a breadth of capability that allows us to support a rapidly growing client roster," Chris said

"I am excited about the new brand direction, which reflects the strength of our individual agency as well as how we work together with our sister agencies The Civic Group and Civic Creative."

Over the past 18 months, Civic Reputation more than doubled in size with new Account Executives Amy Miller and Taylor Bree rounding off the team of eight full-time consultants.

Amy previously worked as an intern for Civic Reputation, showing tremendous commitment and passion to her internship and was offered a full-time role within the agency.

Taylor joins the team with a strong interest in crisis communications and social media, and more recently helped execute advocacy campaigns for local government and the rebranding of boutique recruitment firm.

"We believe in hiring personable PR professionals that reflect our agency culture, agility and drive, both these appointments certainly embody what Civic Reputation stands for," Chris said.

Civic Reputation also celebrates two new client wins in the social media and consumer space. After a year of strong performance across PR and social activities Civic Reputation has been tasked with leading and executing a 12-month campaign for skin health and wellness company, SkinB5, putting in place a truly integrated approach across PR, content and social.

Civic Reputation has also been engaged to support the delivery of an integrated media, PR and social media campaign for the 2019 Australia Day program in Victoria.

Founded in 2015, Civic Reputation works alongside The Civic Group and Civic Creative to provide clients with an integrated communications service incorporating public relations, government relations, public affairs, social and digital media, design, issues and crisis management and media training.

Independently, Civic Reputation has been the force behind a range of integrated campaigns across the property, defence, manufacturing, lifestyle and consumer services sectors. The last 18 months has seen the agency expand in size and capability with the addition of a number of new consultants, each with a unique skillset and experience spanning across corporate, consumer and digital spheres.

To learn more, visit us at www.civcreputation.com.au or follow us on Instagram @CivicReputation

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For further information, please contact:

Nathan Moir
Senior Account Director
nathan.moir@civcreputation.com.au
0403 785 752