

L A T I É N N E

C O M M U N I C A T I O N S

Latiénne Communications, the specialist Marketing & Communications Consultancy devoted to the Watch and Jewellery Industry joins the PRCA and achieves PRCA CMS standard

Latiénne Communications today announces that it has joined forces with the Public Relations Consultants Association (PRCA) promoting excellence in PR. In addition, Latiénne Communications has achieved the PRCA's internationally recognised Consultancy Management Standard (CMS), the accepted kitemark of PR excellence and communications professionalism worldwide, having undergone a thorough independent audit of its structures and systems. The PRCA CMS is endorsed by ICCO (the International Communications Consultancy Association).

Francis Ingham, Chief Executive of the PRCA, says: 'I am delighted that Latiénne Communications are now members of the PRCA and have been awarded the CMS for their excellent services within the PR sector. This highlights their continued high standards of communication, campaign management and client satisfaction.'

Becoming an accredited member of the PRCA and achieving the PRCA Consultancy Management Standard is part of Latiénne Communications' commitment to provide stringent levels of service to both clients and media partners on an international level.

Commenting on the announcement, Charlene Laidley, CEO of Latiénne Communications, said: 'Being a member of the PRCA highlights the professional expertise of our staff and consultancy and the ambition of our team to be a leading provider of dedicated communication services to the watch and jewellery industry.'

'With the support of the PRCA we will be able to strengthen the level of service we offer to our clients and stakeholders who are looking for global expertise and PR talent.'

For further information on Latiénne Communications, please contact Nikki Verdon, Head of Press & Marketing Worldwide, Latiénne Communications, on nikki.verdon@latienne.com or Charlene Laidley, CEO, Latiénne Communications, on +44 (0) 20 7258 7424 or charlene.laidley@latienne.com. To visit our website, please go to www.latienne.com.

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Latiénne Communications

Latiénne Communications is a strategy-led marketing and communications consultancy devoted exclusively to the watch and jewellery industry. Founded by former LVMH and Burberry Publicist and University of the Arts Lecturer Charlene Laidley in 2006, the company is the only consultancy of its kind operating in the international marketplace. Since its formation the consultancy has been commissioned to work on a number of high-profile campaigns and projects for brands such as: JeanRichard, Porsche Design Timepieces, Ventura Design on Time, P&G Braun clocks and watches, Vivienne Westwood Timepieces, Ingersoll and Eberhard & Co, across strategy and advisory, consumer and corporate public relations, media buying, industry intelligence, celebrity endorsement, sponsorship and event management.

PRCA

The PRCA's mission is to promote excellence in PR. Set up in 1969, the Association promotes high standards in PR and gives members a combined voice. Members of the PRCA benefit from belonging to an important and influential network of PR professionals.

Created by the PRCA in 1997, the Consultancy Management Standard (CMS) is the accepted kitemark of PR excellence and professionalism. Based on ISO 9001 and Investors in People, with criteria specifically tailored to the needs of public relations consultancies the CMS helps to enhance the efficiency and profitability of PR consultancies, while also assuring both clients and employees that audited firms are properly run and accountable.