

## AGENT99 PR SIGNS WORLD'S LARGEST CONSUMER-VOTED AWARD 'PRODUCT OF THE YEAR'

Independent communications agency [Agent99 Public Relations](#) are excited to welcome new client 'Product of the Year Australia' to its stable, supporting the Award to increase visibility and awareness.

'Product of the Year' is the world's largest consumer-voted award for product innovation. It currently operates in 31 countries with the vision to guide consumers to the best products in their market, whilst rewarding manufacturers for innovation and quality. In Australia, over 13,000 consumers take part in the vote, serving as a shortcut for shoppers to save time and money. Previous winning products have come from the likes of Aldi, Coles, Woolworths, Procter & Gamble, and many other global and local independent producers.



Following a competitive pitch, Agent99 won the task of further educating the market on the Award and increasing awareness of the winning products across 47 categories, which will be officially announced at the Awards ceremony on November 16, 2017 in Sydney.

Sarah Connelly, Managing Director of 'Product of the Year Australia' says, "We were really impressed with the creative thinking that Agent99 presented. The program has been running in Australia for almost a decade and the team just 'got it' immediately. We are excited to partner with an agency that is relentless in delivering results driven campaigns, who understands our values and outcomes-focused mentality, and can work with our award winners to maximise this incredible opportunity for them."

Agent99's Director, Sharon Zeev Poole says, "We are thrilled to work with such a globally recognised brand that acknowledges and rewards innovation. Through this exciting campaign, we will be able to showcase our creativity, dedication and determination to exceed expectations."

A strategic campaign has been developed that includes media and influencer outreach at key times, facilitating promotions, a social media strategy and coordinating activities for the Awards night.

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