

Company: Porter Novelli, Mexico City, Mexico
Company Description: Nearly 50 years ago, Jack Porter and Bill Novelli opened our doors—and people’s eyes and minds—with a company driven by the idea that the art of communication could advance society. They looked for clients with the ambition to make a positive impact—and in doing so, achieve better business results than they thought possible.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Public Relations Agency of the Year in Mexico, the Caribbean & Central and South America
Nomination Title: Porter Novelli Latin America: Innovating and growing in Latin America



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated agency since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated agency: its history and past performance (up to 200 words):

Total 194 words used.

Porter Novelli is the strategic communications company built on purpose to do business better. In a shifting landscape of audience power, our global network of sharp minds leverages our world-class smart data as we decode change, navigate culture, and deepen authenticity to unlock value for our clients. We utilize a Connected Core model, which transforms location-based hubs into a virtual collective of communication leaders, serving as a gateway to our global network. This approach, integrating relevant experts for each project, ensures precision and impactful delivery. Present in over 60 markets with 90 offices, including 16 in LATAM, Porter Novelli boasts a team of 700 employees in the region.

In 2023, our refreshed agency approach focused on innovation, growth, and consolidation in Latin America. We enhanced digital, creative, and data/analytics capabilities, moving from traditional PR to an integrated communication approach. Thought leadership, new partnerships, and award-winning content contributed positively to brands and society. We consolidated our influencer marketing with a new model, approach, and measurement tools, providing end-to-end solutions and an industry-leading measurement and attribution system. The year marked a transformative period, strengthening our global presence and ensuring a more substantial impact for our clients.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the agency's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Regional agency revenue achieved double-digit growth and employee count in LATAM grew by more than 15%. We also expanded our technology, healthcare, food and nutrition, consumer, professional services, and energy and infrastructure practices.

Implemented environmental sustainability initiatives across the region comprising of annual goals, new certifications, and an undertaking of sustainability projects
»
Launched an integrated task force for AI and data adoption across the region
»

THOUGHT LEADERSHIP
As part of our business transformation efforts, we also launched several new pieces of research and thought leadership including:

- 2025 Outlook Report
- Tendencias 2025 Brazil
- ESG Radar: A quarterly guide to communication and corporate sustainability
- Road to COP 30
- ESG Playbook
- 55+ Population: Why should marketers care?
- Participated in Rio Innovation Week with “Reputation in Times of Fake News”
- IA roundtable for clients and journalists in Bogotá

AWARDS/RECOGNITIONS

Cannes Lions:

- PR 2024 Silver
- Glass Award Bronze

Effie Awards LATAM:

- Best PR+communications agency in Costa Rica

Premio Nacional ABERJE 2024:

- 3 awards: “Management of organizational crisis” and “Best multi stakeholder case”

LATAM SABRE Awards:

- SABRE Award for Superior Achievement in Reputation Management
- SABRE Award for Best Program in Mining Industry
- Finalist: Best Agency in LATAM

IAB

- Stevie Gold Award for Best Agency in Mexico, Central and South America

Global SABRE Awards:

- Superior Achievement in Reputation Management
- Best of Central America

PR Platinum Awards:

- Activism / Advocacy campaign
- Non Profit

Top Mega Brasil Award:

- Among the 10 Most Admired Agencies in Brazil

Consumidor Moderno Award:

- Best PR Agency in Customer Service Excellence

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the agency's past performance (up to 250 words):

Total 239 words used.

Our unique network of agencies was awarded for its best in class work in Latin America in 2024. Our model is different from other networks since we have established agencies, formal companies in each market with formal employment models where our staff are FTEs. We have more than 700 employees in Latam and do not have a freelancer model. This has an impact on our people that face more security and certainty about their jobs and is better for our clients that suffer less team turnover.

Our work in 2024 surpassed the bar that we had set before. Our Mexico office was recognized as best agency in the market but also for its work in influencer marketing and creativity. Central America won accolades for an impactful campaign that through a creative platform and a 360 campaign resulted in the government removing taxes from menstrual products. (video of the campaign is attached). This movement impacted women in Costa Rica whose sanitary pad cost represent 27% of their weekly household income.

In Brazil, we recently launched de #MenteEnFoco movement together with the UN Global Compact to raise awareness of Mental Health in the workforce and encourage companies to sign a pact to develop safe workspaces and promote mental health in their organizations.

For us, DE&I is a moral and business imperative and we received important recognitions and certifications including HRC, aequals and others for our culture and our influence to others.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 25 words used.

We are providing supporting materials that show some of the winning programs we did for our clients in 2024 as well as our winning culture.

Attachments/Videos/Links:

[Porter Novelli Latin America: Innovating and growing in Latin America](#)

[REDACTED FOR PUBLICATION]