

Matrix PR clinches GOLD at MEPRA Awards 2017!

Wins the Gold Award for 'Best Use of Sponsorship' category for Himalaya's Arabs Got Talent Sponsorship.

DUBAI, DUBAI, UNITED ARAB EMIRATES, December 14, 2017 /EINPresswire.com/ -- Continuing its winning streak at industry awards; [Matrix Public Relations](#), a well-established boutique PR agency in the region, clinched the Gold Award for 'Best Use of Sponsorship' category at the recently held MEPRA Awards 2017!

The team was felicitated with the prestigious award at a scintillating ceremony held at JW Marriott Marquis Dubai. The Award recognized the strategic use of sponsorship by leading skincare and healthcare brand, [Himalaya](#) for 'Arabs Got Talent' to optimize communication results.

With many PR Professionals in attendance from various laterals of the industry; the award function was a glittering affair to celebrate leadership, strategy and execution of various communication avenues. The MEPRA Awards also promote merit in PR careers and recognize individuals and communication programs that exemplify highest standards of professional expertise. Therefore, award winners honoured by MEPRA embody the core values of the PR industry and stand as inspiration to promote transparency and work ethics.

Matrix Public Relations is pleased to have received this award at the end of a successful year of excellence in public relations.

About Matrix:

Matrix Public Relations, founded in 1998, is an award-winning Dubai-based boutique PR consultancy



Gold for Matrix PR at MEPRA Awards



matrix
public relations

“adding value to your identity”

Matrix PR logo

with well-established regional and international partners. We specialize in corporate reputation management, both online and via traditional media channels.

As a reliable communications partner Matrix PR marries international PR expertise with perceptive local knowledge to plan and implement strategic communication initiatives that make a difference for all their clients.

Matrix PR is also the regional representative of MTI, the global [crisis management](#) network and The Marketing Orchestra, a global alliance of best of breed boutique PR agencies. With its unique communication solutions and strong media relations, Matrix PR helps its clients across all industries to be more successful.

Matrix PR is headed by Jack Pearce, co-founder and former chairman of the Middle East Public Relations Association (MEPRA) and one of the foremost experts in PR and Crisis Management in the region.

Matrix PR is an active member of Public Relations Consultants Association Middle East and Africa (PRCA MENA).

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