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PMK-BNC Launches Digital Agency Vowel

Agency Absorbs Social Marketing Firm Spokes

NEW YORK, April 14, 2014 /PRNewswire/ -- PMK-BNC, a leading global public relations, marketing and consulting firm, today announces its new digital agency, [Vowel](#). As part of the launch, PMK-BNC also announces that it will absorb social marketing firm Spokes. Vowel will expand on PMK-BNC's award-winning digital work to offer clients creative and compelling solutions for reaching and impacting online audiences. Vowel will be helmed by Joseph Assad, Chief Operating Officer of the PMK-BNC New York office.

Vowel core competencies include: content development and distribution; digital and social media strategy and execution; custom online engagement solutions; community management; platform development; influencer marketing; measurement and analytics.

"PMK-BNC already has a track record of producing acclaimed digital and influencer content for a range of clients. Vowel is an evolution of that offering," said Assad. "Along with the technical know-how of Spokes, Vowel offers a comprehensive solution to what clients today are looking for: a holistic approach to digital and social in a way that can enhance and integrate into PR, experiential and marketing."

Spokes co-founders Jeff Diamond joins Vowel as Senior Vice President and Matt Kennerson joins Vowel as Senior Developer. Together, they bring over 15 years of digital and technical experience in developing custom engagement and influencer campaigns for leading brands such as Intel, UNIQLO, Virgin Mobile USA, and Rdio. The team will bolster Vowel's technical capabilities to help produce and execute custom social marketing campaigns.

Additionally, Vowel includes senior-level staff with vast editorial and content experience at leading media properties such as *Blackbook*, *Billboard*, *InStyle*, *People*, and *Cool Hunting*.

"Brands, talent and entertainment properties are increasingly looking for integrated communications programs to build loyalty with audiences across multiple platforms. Vowel will deliver those solutions," said PMK-BNC co-Chairman, Michael Nyman.

ABOUT PMK-BNC

PMK-BNC is an influential public relations, marketing and consulting agency representing many of the world's most prominent actors, actresses, musicians, films, production companies, TV properties, authors and content creators as well as leading consumer brands and prestigious special events. The agency employs a staff of more than 250 professionals spanning offices in Los Angeles, New

York and London. PMK-BNC thrives on being ahead of the curve and specializes in working with their clients to create ideas which build audiences, increase awareness and engage the consumer through the passion points of popular culture: music, sports, film, television, celebrity, technology, philanthropy, art and fashion. PMK-BNC is a part of Momentum and McCann Worldgroup within Interpublic Group (NYSE: IPG).

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