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PUBLICIST PR AGENCY AND TRIPZILLA.COM CLINCH ATOUT FRANCE RETAINER

- The home-grown PR agency will undertake public relations work for the French tourism board for multiple markets for the coming year.
- Tripzilla.com will manage Atout France's Southeast Asia social media pages.

Singapore, 27 June 2017 – Following a highly contested pitch, Publicist PR has emerged victorious as the PR agency on record for Atout France, the France Tourism development agency, for 12 months starting July 2017.

The agency is tasked with undertaking all public relations work for the tourism board for multiple markets including Singapore, Malaysia, Thailand and Indonesia. The team will work towards rejuvenating interest in French tourism, with particular focus on unique itineraries.

“We feel honoured and proud to be able to work with an esteemed brand such as Atout France, and to be recognised for our team's capabilities in the industry,” says Cecilia Tan, founder-director of Publicist PR.

Incepted in 2011, Publicist PR is a full-service public relations firm based in Singapore with strong expertise in brand management, deep-rooted relationships with the media and strong connections with synergistic marketing partners. The agency has worked with both multi-nationals and start-ups in the lifestyle, fashion and beauty categories including FJ Benjamin, Groupe Seb, Couturissimo, Bay Hotel, Food Panda and many more.

For the same duration on the social media front, Atout France has appointed Tripzilla.com for developing social media strategy, and content creation for the tourism board's Facebook pages across Singapore, Malaysia, Thailand, Indonesia and Philippines.

“As one of the region's leading content creators in travel, TripZilla.com's creative team is psyched to push awareness and drive deeper conversations surrounding French tourism in the online space,” says Winnie Tan, CEO, TripZilla.com.

With a reach of over 20 million readers monthly, TripZilla is a leading travel media publisher and marketing agency that helps connect travel brands to consumers throughout Southeast Asia.

“We picked both agencies for their proven track record in travel and lifestyle, and their excellent understanding of our priorities. We look forward to a successful collaboration,” says Morad Tayebi, Regional Director for ASEAN.

Journalists needing media materials related to Atout France may contact



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ABOUT ATOUT FRANCE:

Atout France is the France Tourism Development Agency, responsible for promoting France worldwide & developing France's tourism economy. As the French government's sole operator regarding the promotion of all aspects of tourism in France, we provide services and events for tourism professionals (press, tour operators and travel agents as well as event planners) and information to the general public. We work in partnership with public and private organizations and companies involved in the tourism industry, i.e. over 1,200 members representing the whole spectrum of France's tourism sector, as well as with local partners all over the world. Atout France is the official government agency whose mission is to develop travel and tourism to France.

Its specialties cover: Tourism, Travel, Marketing, Advertising, Media Relations / PR, Partnerships, Event Planning, Social Media, Advice, Sales missions, Branding, Strategy. For more information, please log on to <http://atout-france.fr>

ABOUT PUBLICIST PR

PUBLICIST PR is a Public Relations and Marketing Consultancy founded under the philosophy of aggressive media outreach and building the best journalist relationships in the business, and we operate on the principle that strategic public relations requires a thorough understanding of the media. Over the past decade, Publicist PR has gained a reputation for strategic thinking, creativity and expert media relations, along with superior client service and our innovative approach to practicing public relations and integrated marketing. We specialize in helping our clients achieve their business objectives by strategically shaping and impacting the news cycle. For more information, please log on to www.publicistpr.com