

Miami Beach Visitor and Convention Authority Selects Hill & Knowlton as Agency of Record

H&K to manage consumer and travel communications for the city and expand its business development initiatives

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NEW YORK, June 29, 2011 /PRNewswire/ -- Miami Beach is one of the hottest destinations in the world. Planning to enhance Miami Beach's image as a sexy, sophisticated and fun getaway, perfect for tourists and business groups, the Miami Beach Visitor and Convention Authority (MBVCA) has selected Hill & Knowlton as agency of record following a competitive search. H&K will support the MBVCA's grant by increasing brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs.

The account will be run by teams in H&K's Miami and New York offices, and the business marks a strong addition to the firm's travel and tourism practice.

"With its extensive presence in the US and internationally, H&K was a natural choice for us. As a destination that relies heavily on leisure tourism and business groups, the agency's ability to network and leverage its global relationships is crucial to the growth of brand 'Miami Beach.' We are confident H&K's creative teams and programs will motivate decision-makers and influencers to support our growth," said Elsie Howard, chair, MBVCA. "The team impressed us with their experience, passion in taking clients to the next level, and ability to work together to provide a seamless team across all offices and geographies."

"The City of Miami Beach is a diamond among vacation destinations around the world. We are looking forward to bringing this unique city to the next level, ramping up its glorious image and creating excitement around all it has to offer. The market opportunity here is tremendous. We are honored to be working with the city to expand its brand presence with consumers, travel insiders and influencers," said Cori Zywtow Rice, president of H&K's Miami office.

About Hill & Knowlton

Hill & Knowlton, Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 80 offices in 44 countries, as well as an extensive associate network. The agency is part of WPP, one of the world's largest communications services groups.

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