

TAYLOR EARNS TOP HONORS AT 2009 CANNES LIONS INTERNATIONAL ADVERTISING FESTIVAL



New York, June 23, 2009 – Taylor and client partner Diageo have been honored with a prestigious Cannes Lions Award at the 56TH Annual Cannes Lions Festival, it was announced today. The winning program, entitled “Guinness Rally,” won the “Best PR Led Integrated Campaign” category. The award was one of only four PR Lions given to a U.S.-based agency at this year’s festival.

The [Guinness campaign](#), which sought to make St. Patrick’s Day a national holiday in the U.S., also earned top honors at the Sabre Awards and Silver Anvil Awards earlier this year.

The Cannes honor adds to a very successful year of recognition for the agency. Taylor has garnered a host of honors in 2009, highlighted by being named [Strategic Agency of the Year](#) from the *Holmes Report*. In addition to its winning Guinness program, Taylor also earned a Sabre and Silver Anvil for client partner Kimberly Clark (Kleenex Brand) as well as a Sabre for its work with Microsoft (Xbox).

“This is a special honor for Taylor as the Cannes Lions Festival brings together the world’s most successful and creative advertising and public relations agencies,” said Bryan Harris, COO and Manager Partner, Taylor. “To be recognized specifically in this category is a testament to Taylor’s ability to lead and drive the creative and strategic process in the overall marketing mix.”

Taylor has served as Agency of Record for Guinness USA since 2003 and, as such, has played a lead role in the development and execution of various award-winning strategic marketing communications campaigns. Taylor also serves as the Guinness brand’s global agency, a position held since 2007.

The [Cannes Lions International Advertising Festival](#) is the world’s only truly global meeting place for professionals in the communications industry. During seven days in June, thousands of delegates from 90 countries gather in Cannes to listen to industry-acclaimed speakers while around 250 panelists judge over 22,000 pieces of the most creative advertising from across the world. This is the first year that the public relations campaigns have been incorporated into the festival.

About Taylor

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports and entertainment platforms to achieve business building goals. Founded in 1984, Taylor, has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including: proprietary research and competitive intelligence, program planning and development, strategic media relations, Hispanic/multicultural marketing communications, digital and emerging media, measurement and evaluation,

New York

Los Angeles

Chicago

Charlotte

London

event production, and spokesperson procurement and training. Taylor's portfolio of 2009 client partners includes MasterCard, Diageo, Gillette, Allstate, Coca-Cola, GlaxoSmithKline, Bombardier Recreational Products (BRP), Mars, Staples, Smirnoff, Guinness, Jose Cuervo, Kimberly-Clark, Jenny Craig, T. Rowe Price, and IACVask.com. Discover the difference at taylorpr.com.

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