Mercieca wins Rhino Rugby brief

Thursday 23 May, 2013

Leading rugby training brand Rhino Rugby has appointed Mercieca as its retained agency to manage its consumer PR. The account will see the full service agency handle day-to-day media relations in the UK as well as activating its associations with governing bodies, the British & Irish Lions and ambassadors.

Mercieca PR Director Gemma Oakes said, “We are looking forward to helping Rhino Rugby tell its story over the coming months. This win is part of a fantastic start to 2013 for us and further cements our position as a communications agency with a strong rugby and sport team.”

The account is the third sports win for the agency for PR support in recent months, further to appointments from Legends Rugby and Mitre.

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Notes to editors:

About Mercieca:

Mercieca is an integrated communications agency based in Camden, NW1. We work with some of the UK’s most famous brands to deliver PR, advertising, digital and creative solutions. For more details and a chance to look at some of our most recent work, go to www.mercieca.co.uk

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