

Solo African agency features on 'best agency to work for' review

The Holmes Report's 2016 review of 'Best Agencies to Work For', gives Tribeca an honourable mention, the only African public relations agency to feature in the Europe, Middle East and Africa (EMEA) report's results.

"We consider being highlighted as a 'Best Consultancy to Work For' by the report to be a great independent benchmark of company culture and workplace performance, in an industry whose primary asset remains its people," says Cian Mac Eochaidh, co-owner of Tribeca Public Relations. "This accolade reinforces our ethos that 'happy consultants = happy clients = happy business'."

The Holmes Report asked employees across 50 of the best PR agencies across EMEA to complete a comprehensive anonymous questionnaire



that gathers information about various different aspects of their own working environment, including work/life balance, remuneration, opportunities for growth and learning, among others.

"The fact that Tribeca has been recognised in this way as a direct result of feedback from our employees makes it even more meaningful to us," says Mac Eochaidh.

The accolade follows its recent wins at the 2016 PRISA PRISM awards, where it was named South Africa's Best Mid-Sized Public Relations Agency and won a Gold Prism for media relations for its work on the 2015 Mercedes-Benz Fashion Week Cape Town campaign.

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