

Airfoil and Babel Unite as Exclusive Affiliates to Offer Global Expertise and Delivery

Written by Australian Business

([PRLEAP.COM](https://www.prleap.com)) Silicon Valley and London — Airfoil, a U.S. technology-focused PR and marcomm agency, and Babel PR, the European technology, media and telecoms specialist, today announced an exclusive affiliate relationship. Existing and prospective clients of the two agencies will now have access to expertise, experience and local support in a wide range of markets – from North and South America to Europe, the Middle East and Africa (EMEA). Additionally, Airfoil is creating Airfoil Global Group to encompass additional affiliate relationships and extend the company's global reach.

"Typically clients have had two choices for sourcing a global partner for their communications needs: global agencies or networks. Both have their challenges," said Janet Tyler, APR, Airfoil Co-Chief Executive Officer. "Based on our collective experience with global programs, we are formalizing our global offering in a way that offers both our clients and our teams a way to optimize global programs without creating complexity."

Ian Hood, Babel PR Joint Managing Director, commented, "The model we've adopted provides our clients with exactly what they and others in the sector demand – specialist industry knowledge and high-level support in multiple markets coupled with the efficiencies of a single management and billing structure. For technology start-ups, mid-market challengers and established brands, the collective capabilities of Airfoil and Babel are unrivalled."

Under the terms of the agreement, global programs managed by either organization will be sourced to the other pending a joint review of the clients' requirements. Campaign activity will be delivered by teams working primarily in Silicon Valley, London and Detroit. Programs determined to require niche expertise, geographic focus or capabilities will be resolved through the agencies' combined networks.

The affiliate relationship was established following a rigorous review of potential alternative partners by each agency. The evaluations assessed expertise, capabilities, geographic coverage, culture and past performance.

"Ultimately our decisions were based on what would deliver the best result for our clients," added Lisa Vallee-Smith, APR, Airfoil Co-CEO. "Babel and Airfoil each have a reputation for intelligent campaign strategy and faultless implementation – we've worked together for a number of years; we think and act in the same way and that gives us confidence we can replicate success in all markets."

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About Airfoil Airfoil, with offices in Silicon Valley and Detroit, is an independent firm specializing in marketing communications and public relations for both emerging and leading technology companies. Airfoil's teams drive technology communications for a growing client roster across consumer, enterprise, health care, cleantech and industrial segments. The agency provides services to inform and accelerate clients' marketing communications, digital, social media and brand strategy programs. Airfoil has been named Technology Agency of the Year by the Holmes Report and recognized as a top firm in numerous industry rankings. Visit www.airfoilgroup.com for more information.

About Babel PRLaunched in 2006 and based in London, Babel is a specialist technology PR agency, working in both B2B and B2C sectors, and providing services to growing technology companies and major brands. Babel provides clients with expert strategic direction, tactical design, content creation and faultless implementation. For further information on its services, experience and expertise, visit www.babelpr.com.