

June 29, 2009

New Media PR Award Won by Simpson FT PR and StatCounter

Filed in Media, PR, MarketingTechnologyAwards Events on June 29, 2009

Dublin: Monday, 29th June, 2009: Simpson Financial chr(38) Technology PR and its client StatCounter have won the New Media category in the 2009 PR Awards for Excellence which were presented by Mr Brian Lenihan TD, Minister for Finance, in Dublin on Friday.

The programme for the launch of a new service, StatCounter Global Stats resulted in over 100,000 hits to the website from over 100 countries in two weeks. The award winning campaign generated international online media and blogger coverage as well as global Twitter feedback.

“New Media, which includes online and social media, is the biggest change and opportunity to hit marketing and Public Relations in 30 years which is why we are so delighted to win this award,” commented Ronnie Simpson, founder of Simpson FT PR.

“New Media represents a huge new opportunity for Irish headquartered technology firms to communicate and market globally in a highly cost effective way,” added Aodhan Cullen, founder and CEO, StatCounter.

Established in 1995, Simpson Financial chr(38) Technology PR was the first Irish owned public relations firm to specialise in technology. It has previously won overall PRCA awards for Business-to-Business and Corporate PR.

Irish owned StatCounter provides a free service which allows members monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features. StatCounter Global Stats is a free online service which records market share of search engines, browsers and operating systems including mobile.

Ends

Press queries to: Jacinta Lyons, Simpson Financial chr(38) Technology PR,

T: 01-260 5300 or E: jacinta@simpsonftpr.ie