

## **united communications nominated for obs-Awards**

### **Olympus camera PR photo makes shortlist**

**Berlin, July 2009 – united communications has been put on the obs-Awards shortlist for a PR photo the agency produced for its customer Olympus. The biggest competition of its kind in Germany, Austria, and Switzerland, the obs-Awards recognise the best press and public relations photos of the year.**

The nominated Olympus photo is a part of a series produced by the creative Berlin-based agency for the market launch of the digital camera  $\mu$  1040. The themes are inspired by the camera's crisp, vivid reproduction of shape and colour – befitting the strictly minimalist design as well as the extravagant colouring of the different models.

Organising the obs-Awards is dpa subsidiary "news aktuell". Together with media partner "pressesprecher", an expert jury chooses the best PR photos of 2009. This year saw over 1,300 photos entries from companies, organisations and PR agencies. The jury nominated ten photos for each of the six categories comprising the obs-Awards shortlist: company communication, events and campaigns, product photos, portraits, programme and magazine PR, and NGO PR. The public are encouraged to vote on the nominations and influence the final outcome by 40%.

The photo of the Olympus  $\mu$  1040 camera can be found in the events and campaigns category: <http://www.obs-awards.de/kategorien>.

#### **About united communications:**

The Berlin-based agency specialises in creative brand communications for both businesses and non-profit organisations. Its team of around 25 multilingual specialists has worked for the European headquarters of ViewSonic and Olympus since mid-1995. Other clients include Olympus Deutschland, HVB Immobilien AG/UniCredit Group, Citizen Watch Europe, eBay, Volkswagen AG, NABU, Casio, Philips, Pronuptia Paris, Christian Lacroix, the European Commission and Berlin Partner. united communications is a member of the following

organisations: international advertising agency network ComVort, the Forum of Corporate Publishing, the Association of German Foundations and the United Nations Global Compact.

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