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PROI Worldwide Names Agency of the Year Award Winners for 2023

Inaugural Award Honors Three Firms Globally

Chicago: PROI Worldwide has recognized three firms as inaugural winners of its Agency of the Year (AOY) Award: **Jackson Spalding - Americas Region; Icon Agency - APAC Region; and 24/7 - EMEA Region.** PROI is the world's largest partnership of entrepreneurial communications agencies with partners in 65 countries.

The annual PROI AOY Award is bestowed upon one agency per Region, based on exceptional growth and development as an entrepreneurial business the previous calendar year. Each recipient was evaluated on its business strength, including revenue and new client growth, talent development, innovation and industry awards, as well as its commitment to PROI.

"The PROI Agency of the Year award was introduced this year to acknowledge one Partner in each of our regions who demonstrated excellent business success, while also providing outstanding leadership and contributions to their fellow PROI Partners," said Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global. "It is a true reflection of the entrepreneurial spirit that is at the heart of PROI."

While the award is presented based on agency business results and service/contributions to PROI, selection is driven by the enthusiasm, resilience and collaborative spirit displayed by entrepreneurial business leaders. The award was created to honor the memory of Jorge Aguilar of PROI Partner FWD in Mexico who passed away in 2022.

Winning firms for 2023 included:

- **Americas Region:** Atlanta-based [Jackson Spalding](#) drove revenue growth through a combination of significant new client wins and organic budget increases. The firm expanded investments in employee programs and its Diversity, Equity & Inclusion initiative. A 20-year PROI Partner, the agency continued to provide leadership and interaction throughout the network.
- **APAC Region:** Australian agency [Icon](#) achieved exceptional revenue growth in 2022, established gender-parity among its leadership team and added a new paid parental leave policy. The firm took a strong leadership role in artificial intelligence thought leadership in the Australian PR industry. Icon also delivered significant new business wins and several industry Agency of the Year awards.

- EMEA Region: Polish agency [24/7](#) used agency and leadership milestones as the springboard to enact a comprehensive “scaling up” program. The result was significant revenue growth; the addition of top brand clients in both B2C and B2B; and a restructured leadership team to best prepare for the future.

PROI Worldwide encompasses more than 90 PR and communications businesses in 165 cities and 65 countries. Lambert said, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.128 billion in revenue and 8,800+ employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world’s most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering for clients worldwide. PROI encompasses 90 partners with 8,800+ employees in more than 165 cities and 65 countries. With combined 2022 revenue of more than US\$1.128 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.