



Account News In Brief (November 2, 2020)

New business for Bospar, Steinreich, Hemsworth, Brandstyle, Zapwater, Brandman and Matter.

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CRYSTAL LAKE, IL — Smart bidet company Bio Bidet has hired Bospar to handle public relations. Bospar is responsible for the full range of communications including media pitching, campaign ideation, influencer campaigns and content production. Bospar is Bio Bidet's first PR agency.

NEW YORK – The UAE-Israel Business Council, comprised of business leaders from both nations to promote trade, innovation and cooperation between them, has named Steinreich Communications its agency of record to help promote the Council and its leadership through public relations. The UAE-Israel Business Council was established by business and public

sector leaders from the UAE and Israel this past summer to help foster shared opportunities, economic cooperation and business partnerships between Emiratis and Israelis. In September, Steinreich launched the formation of a new practice area within its corporate group that is working with clients in the United Arab Emirates and Israel looking to expand their businesses in both countries following the normalization of relations.

FORT LAUDERDALE, FL — Hemsworth Communications has added vacation rental search engine HomeToGo to its client roster. The firm will be responsible for supporting HomeToGo's PR efforts across the US, including regional and national media relations campaigns designed to further establish the brand's presence as a cutting-edge product, transforming the travel industry.

NEW YORK — Brandstyle Communications has been named agency of record for tech companies Geojam and MeetNorth. Geogam is a rewards-based music platform bringing artists and fans together through customized experiences and limited-edition product drops. MeetNorth is a dating app that offers Covid-specific features that allow users to rate, monitor and preserve their personal comfort levels when meeting others.

CHICAGO — Zapwater Communications has been retained by Sand Valley, a family-owned resort situated in the sand dunes of central Wisconsin. Known as a premier golf destination in the Midwest, Sand Valley will be expanding its offseason offerings for the first time this year.

NEW YORK — The Brandman Agency has added Fairmont El San Juan Hotel as the latest addition to its portfolio of international hospitality and travel clientele. Located between downtown San Juan and Isla Verde beach, Fairmont El San Juan Hotel first welcomed guests in 1958, and has since become an historic Puerto Rican landmark.

BOSTON — Matter Communications' western regional office has struck new client partnerships in the AI, mobile gaming and software development B2B tech industries. Notable client roster additions include mobile game company Brainium Studios; software company Buildable; and AI company Natural Intelligence Systems.

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