

NEWS RELEASE

Hopscotch Europe Renews Global PR Contract with Leading Amenities Company Groupe GM

Groupe GM, the European leader in amenity products for the hospitality industry, has reappointed the Dublin-based European PR agency to continue to represent them globally

Dublin – 7th April, 2015 – Groupe GM, one of Europe’s leading producers and distributors of hotel amenity products, has reappointed Hopscotch Europe to carry out a multi-country PR campaign across Europe and beyond. This will mark the fourth year of collaboration between the Dublin-based “hub” agency and the French market-leading amenities brand. As well as core markets of Europe and the US, the campaign scope reaches as far afield as South Korea, UAE, and Peru.

“As our customers and distributors become increasingly international, it is ever-more important for us to communicate globally in the most streamlined way”, explained Laurent Marchand, Managing Director of Groupe GM. “After three years of successful collaboration, the team at Hopscotch Europe really understand what Groupe GM is all about, and is able to communicate our brand values as well as our news to a global B2B audience”.

Reporting to Groupe GM’s HQ in Paris, the multi-cultural team at Hopscotch Europe will deliver B2B and corporate media relations across 17 markets globally.

Patrick Frison-Roche, Managing Director of Hopscotch Europe, said: “We’re very pleased to continue our successful collaboration with Groupe GM for another year. As a truly international brand, they are exactly the kind of client that we can deliver value and service to, thanks to our “hub” model with all of our multicultural and multilingual PR experts under one roof in Dublin, which allows us to reach targets globally, in a streamlined and consistent way. We’re really looking forward to another successful year working with the team at Groupe GM”.

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About Groupe GM

Leading international player in the guest amenity industry for 40 years, Groupe GM designs, produces and distributes cosmetics and accessories for the hospitality industry in over 70 countries across every continent. Drawing on an international network of dedicated agents, Groupe GM distributes a unique portfolio of over 30 brands. In addition to its own brands, Groupe GM signs exclusive worldwide licensing agreements with recognised international brands, including cosmetic, fashion, design and spa brands. Groupe GM offers flexible, global solutions, enabling hoteliers to stand out with their hospitality products. www.groupegm.com

About Hopscotch Europe

Hopscotch Europe is the European hub of Global Top 20 communication group Hopscotch Global PR Group (previously Public Système Hopscotch, see www.hopscotchgroupe.com). From its central base in Dublin, Ireland, teams of multi-cultural consultants design and implement faster, simpler and smarter Media, Digital and Social PR campaigns across Europe serving a very diverse client portfolio, from global consumer brands (Sofitel, Dole Foods, ESPN) and industry leaders (GE Energy, Alcan, Mondi AG), and national institutions (Ivory Coast, Invest In Morocco) to-fast growing new economy players such as Yelp and Eventbrite. For further information, see www.hopscotch.eu

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