



**FWV**

**Capabilities | 2022**



**SUSAN WATKINS VAUGHAN**

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# At A Glance

## Headquarters

Raleigh, N.C.

## Established

1997

## Additional Offices

New York City

Tampa

Los Angeles

Boston

San Francisco

## Number of Employees

130+

# IPREX

We have the flexibility to execute global initiatives for our clients via a longstanding membership with IPREX, an international group of more than 75 independently owned PR firms.



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# Our Story

Based in Raleigh, N.C., French | West | Vaughan (FWV) is the largest **independent** PR agency in the Southeast and the 15th largest in the country.

FWV is the only N.C.-based **integrated** marketing firm to earn national Agency of the Year honors – something we have accomplished on 22 separate occasions. These awards are a testament to the trust our clients place in us to find breakthrough creative solutions that enhance their reputation, and drive customer engagement and product sales.

Our success is built upon long-term client **relationships**, with numerous clients having been with the agency for over a decade; some – including the agency's first client, Wrangler – for over two decades. This is important because we thrive on collaboration, and the mutual trust that comes from being an extension of our clients' professional families.

We strive to be authentic **storytellers** that bring our clients' brands to life, forging real connections with their consumers.



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## Affiliated Partners



FWV Fetching is a leading digital and PR marketing firm specializing in the **pet and veterinary** space. With extensive industry experience, established relationships and boundless creativity, it has a reputation for elevating visibility and consumer loyalty for new and existing brands.



AMP3 PR is a boutique firm based in New York City with a global reach. It specializes in consumer **lifestyle, luxury, tech, beauty and fashion** campaigns. Offering traditional PR & media outreach, social media & influencer marketing campaigns, and experiential events & production.



CGPR, based in Marblehead, Mass., near Boston, has a history of category leadership in **outdoor, adventure, fashion and activewear** channels. Working with some of the world's leading ski resorts, hard goods/gear manufacturers, trade shows, component technologies and industry trade organizations.

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## Affiliated Partners



Prix Productions is a motion picture company focused on the acquisition, development and production of **feature films and documentaries**. With offices in Raleigh and Los Angeles, Prix has made headlines for numerous feature films released and currently in development.



Big Picture PR is a leading PR, social media and influencer marketing agency for **consumer lifestyle brands**. From fashion and accessories to design, beauty and consumer technology and with expertise working with the most influential media, bloggers and personalities in the industry.

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# Key Clients

Wrangler



Disney



chewy

Lenovo

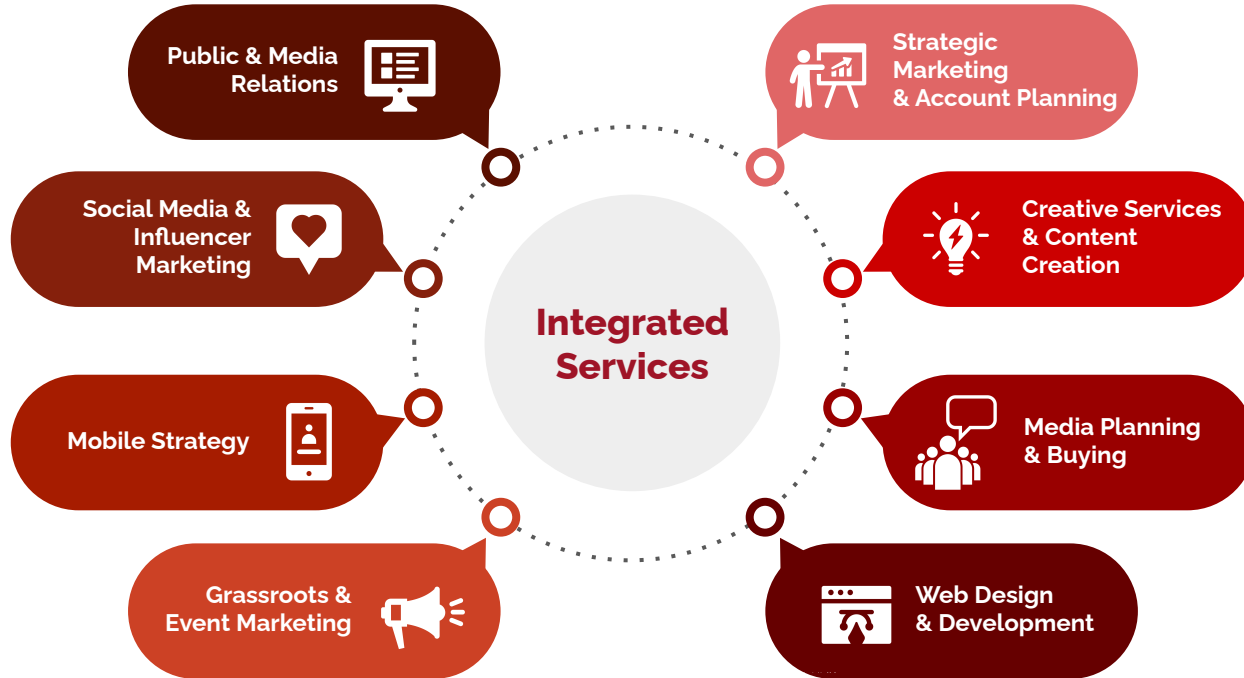
Coca-Cola



ABB

PETER MILLAR

# Integrated Services



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# Recent Recognition

## 2021

### *Bulldog Reporter*

- 2021 Leader of the Year :: Gold
- 2021 Business to Consumer (B2C) Agency of the Year :: Silver
- 2021 Large Agency of the Year :: Bronze
- 2021 Best Not-for-Profit/ Association Campaign :: Gold
- 2021 Best Arts & Entertainment Campaign :: Gold
- 2021 Best Community Engagement Campaign :: Silver
- 2021 Best Beauty, Fashion or Lifestyle Campaign :: Silver

## 2020

### *Bulldog Reporter*

- 2020 Best Use of a Personality/Celebrity :: Gold
- 2020 Best Use of Video/Multimedia :: Gold
- 2020 Best Viral Campaign :: Gold
- 2020 Best Visual Storytelling Campaign :: Gold
- 2020 Best Integration of Traditional and New Media :: Gold
- 2020 Best Beauty, Fashion or Lifestyle Campaign :: Silver

## 2019

### *Bulldog Reporter*

- 2019 National Agency of The Year :: Grand Prize
- 2019 Business to Consumer (B2C) Agency of the Year :: Gold
- 2019 Social Agency of the Year :: Gold
- 2019 Large Agency of the Year :: Silver
- 2019 Most Innovative Agency of the Year :: Silver
- 2019 Agency Leader of the Year :: Silver





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# Creative Reel



*Click Image to Play*

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Thank You

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**FWV**

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Two Decades. 875 Awards.  
12 Agency of the Year Honors.  
One Enormous Thank You.



2017  
**BULLDOG**  
AWARDS  
**BEST PR AGENCY**