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PROI Worldwide Names Agency of the Year Award Winners for 2025

Award Honours Three Firms Globally

PROI Worldwide has recognised three firms in its annual Agency of the Year (AOY) Award: [Adfactors Sri Lanka - APAC Region](#); [Lansons Team Farner - EMEA Region](#) and [RF|Binder - Americas Region](#). PROI is the world's largest partnership of entrepreneurial communications agencies with partners in 72 countries.

The annual PROI AOY Award is bestowed upon one agency per region, based on exceptional growth and development as an entrepreneurial communications business in the previous calendar year. Agencies were evaluated on their business strength, including revenue and new client growth, talent development, innovation and industry awards, as well as their commitment to PROI.

“Entrepreneurship is about more than just business success; it's about daring to innovate, inspiring others, and leading by example in our ever-evolving markets. The PROI Agency of the Year award acknowledges entrepreneurial communications agencies that demonstrated excellent business success, while also providing outstanding leadership and contributions to their fellow PROI partners,” said Angela Scaffidi, Global Chair of PROI Worldwide and Chair and Founding Partner of Australian-based SenateSHJ.

While the award is presented based on agency business results and service/contributions to PROI, selection is driven by enthusiasm, resilience and collaborative spirit displayed by 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 2024 included:

- **APAC Region:** Sri Lanka Adfactors diversified its senior hires to include ex-bankers, coders and media analysts which led to revenue increase and new client wins, including Michelin. It secured a hat trick at the Sabre South Asia Awards and it was also recognised at the inaugural IMRA Awards for Media Excellence which highlighted the achievements of Muslim women in Sri Lanka. The agency also focused on company- wide upskilling of its staff.



- **EMEA Region:** During the past year, **UK-based Lansons Team Farnier** delivered the best fee income in its 35-year history while ensuring a 93% client retention. It won the National Lottery as part of its efforts to diversify its client base, launched a Finfluencers Academy and maintained its track record for fostering an inclusive workplace with its staff complement consisting of 71% women with no gender pay gap.
- **Americas Region:** RF|Binder, with offices in New York and New Jersey in the US, increased both its revenue and client wins, and acquired two leading agencies namely Peak Strategies and Taft Communications, aimed at enhancing and diversifying its agency expertise. The agency also won several awards, including PR Daily's top agency for the second year in a row; Crain's Best Place to Work in NYC for a third in a row and the Observer's top PR firm for crisis, a win for the second consecutive year. During the past year it launched new proprietary tools such as the Clarity Index™ and Clarity Lens™ Audit.

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 clients worldwide. PROI encompasses 92 partners with 8,800+ employees in more than 165 cities and 72 countries. With combined 2024 revenue of more than US\$1.077 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent businesspeople. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

