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PROI WORLDWIDE NAMES AGENCY OF THE YEAR AWARD WINNERS FOR 2026 Award Honours Three Firms Globally

PROI Worldwide has recognised three firms in its annual Agency of the Year (AOY) Award, including M2.0 Communications – APAC Region; Wildfire – EMEA Region; and GroundFloor Media – Americas Region. PROI is the world's largest partnership of entrepreneurial communications agencies with partners in 70 countries.

The annual PROI AOY Award is presented to one agency per region based on exceptional growth and development as an entrepreneurial communications business during 2025. Agencies are evaluated on business performance, client growth, talent development, innovation, industry leadership and commitment to PROI Worldwide. The two independent judges were from the industry publication, PProvoke Media and The Public Relations and Communications Association (PRCA).

“Entrepreneurial agencies continue to prove that innovation, resilience and people-focused leadership are powerful drivers of growth,” said Angela Scaffidi, Global Chair of PROI Worldwide and Chair and Founding Partner of Australian-based SenateSHJ. “The Agency of the Year award recognises PROI firms that have achieved outstanding business success while also contributing meaningfully to their clients, their people and the broader PROI community. This year's winners exemplify the entrepreneurial spirit that defines our partnership.”

While the award is presented based on agency business results and contributions to PROI, selection is also influenced by the leadership, collaborative mindset and commitment to continuous improvement demonstrated by agency leaders. The award was created to honour the memory of Jorge Aguilar, the PROI partner in Mexico, who passed away in 2022.

Winning firms for 2026 included:

- **APAC Region:** Philippines-based M2.0 Communications was recognised for its exceptional innovation, talent development and regional leadership. The agency delivered strong financial performance, with healthy revenue growth and strong double-digit profitability, while investing significantly in AI capabilities, technology infrastructure and staff development. M2.0 combines operational excellence in a highly competitive field.
- **EMEA Region:** UK-based Wildfire, a B2B Tech PR firm, was recognised for combining double-digit growth and strong profitability with industry-leading innovation and employee engagement. The employee-owned agency continued to strengthen its position as a specialist technology communications firm through proprietary AI solutions, thought leadership and an exceptional client retention record. Wildfire was also recognised as one of the UK's leading workplaces.

- **Americas Region:** Denver-based, GroundFloor Media was recognised for its exceptional client service, above-20% revenue growth and improved profitability, alongside its continued commitment to innovation and culture. A significant proportion of the agency's growth was generated through client, former client and partner referrals, reflecting the trust it has built with clients and peers alike. The agency continued to invest in proprietary AI capabilities, expanding its expertise across multiple sectors. Its combination of business excellence, culture and industry leadership made it a standout winner in the Americas region.

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 94 partners with more than 8,800 employees in over 165 cities and 70 countries. With combined fee billings exceeding US\$1.2 billion, PROI ranks among the world's leading communications partnerships and is the only top-ranked global network built on a partnership of independent entrepreneurial agencies. Thousands of clients, including many Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

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