



HBI shortlisted for SABRE Awards 2009

HBI and partners from Worldcom PR Group EMEA are nominated for their YuuWaa Launch Campaign

Munich, 7th of May, 2010 – HBI and their partners from [the WORLD COM PR Group EMEA](#) cleared the first hurdle on their way to SABRE Awards: They are nominated for the SABRE Awards 2009. YuuWaa is Gemalto's unique solution combining a flash drive with online services. It enables users to access, store, backup and share their files anytime, anywhere.

HBI collaborated with their partners [Yucatan](#) in Paris and [Kaizo](#) in London to launch YuuWaa into European core markets in 2009. Besides the thorough conception and the intensive market research, the campaign excels with the European approach as well as the combination of classical PR tools with diverse social media tools. The campaign was conducted in Germany, Austria, Switzerland, the UK, and France. Besides magazines and websites, blogs and platforms as youtube, twitter, and facebook were used to familiarize consumers with YuuWaa. Gemalto being less well known in the different countries was a specific challenge in this campaign.

Corinna Voss, Managing Director of HBI, comments on HBI conceptioning and coordinating the European campaign: "We are proud being [shortlisted](#) for this year's [SABRE Awards](#). The YuuWaa campaign was a prominent example of European PR work, and as a result we're short listed with names as Samsung, Microsoft, and Philips. This nomination emphasises our expertise in social media relations and in launching lifestyle IT products. We are very optimistic and are looking forward to hearing the results of the SABRE Awards which will be announced at the end of May 2010."

HBI Helga Bailey GmbH

HBI was founded in 1983 as a full service agency. Since its founding in 1983, HBI has particularly made its aim to establish new technologies and new companies in the German speaking market. However leading worldwide companies with renowned production lines, for example, Haier Electronics, Nuance, Renesas, Rockwell Automation, RSA and many more industry leaders are fully assisted by the agency. HBI GmbH is a member of the WorldCom Public Relations Group, the largest worldwide network of independent PR agencies, and co-operates with a number of top agencies worldwide www.hbi.de.

About Worldcom PR Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations counseling firms, with some 109 offices in 95 cities worldwide. Established in 1988, it was formed so that the strongest, most capable independent public relations firms could serve national, international and multi-national clients while retaining the flexibility and client-service focus inherent in independent agencies. Through The Worldcom Group, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and



customs of the geographic arenas in which they operate. Visit www.worldcomgroup.com for more information.

Worldcom EMEA currently comprises 34 agencies with strong expertise in consumer, healthcare, travel & tourism, technology, energy & environment, financial services, investor relations, public affairs and crisis & issues management. Clients include Unilever, Johnson & Johnson, Panasonic, Sony Ericson, LG Electronics, the EU Anti-Tobacco Campaign, Verbatim and Palm. Visit www.worldcomprgroupemea.com for more information.

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