

PRWeeko



Showing its wares p.47

Calphalon taps people's emotions to tout new line

1st

TRANSOM

General Motors is in the midst of a review for the launch of its **2012 Chevy Sonic**, which replaces its



Year-long project for 2012 Sonic will be in the high six figures

Aveo vehicle. The review is for a year-long project with a budget in the high-six-figure range.

The auto company invited its current roster of firms to pitch for the work, including, Weber Shandwick, Fleishman-Hillard, MSLGroup, PainePR, and Mullen.

Egglan's Best hired **Coyne PR** as its AOR following a review that included four-year incumbent Weber Shandwick. The firm will work with the Egglan's in-house team on all aspects of PR and

social media to communicate a message about the product's taste and nutritional benefits.

Pep Boys named **JMPR Public Relations** its first AOR in more than five years. The budget is in the low-six-figure range for a one-year agreement. JMPR will work on a large program related to the 90th anniversary of the company. The agency will also handle grand openings throughout the year.

Hill & Knowlton was tapped as the US AOR for **Emirates** following a competitive RFP process that began this past summer. Seven firms were invited to take part in the review, including incumbent M. Silver Associates.

The agency will support the airline via corporate and consumer PR for its tourism and cargo trade capacities between the US and United Arab Emirates.