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Accounts in Transit: Peregrine Communications Lands MacKay Shields

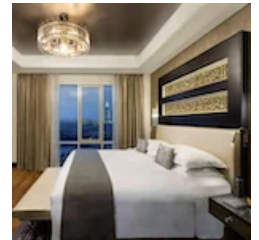
Wed., Mar. 29, 2023

By Steve Barnes (/story/author.html?aid=382&q=Steve Barnes)



Peregrine Communications lands asset manager **MacKay Shields** to raise the firm's profile in the global asset management industry and its position as a leader in the fixed income sector. The agency's scope of work will include corporate messaging and media relations as well as in-house digital and social media efforts. "The strategy for reaching institutional investors and financial intermediaries is constantly evolving. Strong corporate messaging and an elevated profile has never been more important than it is in today's hyper-competitive and dynamic market," said MacKay Shields executive managing director and global head of distribution John Akkerman.

Xhibition PR (https://www.odwyerpr.com/pr_firms_database/3683/xhibition-pr.html), which has offices in New York City, London and Tel Aviv, signs on to represent **Kempinski Hotel Mall of the Emirates**. The account will be serviced from the agency's Tel Aviv office. Xhibition PR will work to foster the hotel's global reputation and build awareness in the local market and the international Jewish world. The hotel, which has 388 rooms and suites, offers easy access to over 700 shops, as well as to 20 Aspen Chalets overlooking Ski Dubai, an indoor ski resort with 22,500 square meters of indoor ski area.



Haberman is working with the **Minnesota Department of Health** on a campaign focused on encouraging young people to have tough conversations with their peers about vaping. Utilizing the look and feel of infomercials and low-budget lawyer graphics, the "1-833-HEY-NORM" campaign features a fully functioning telephone and text hotline, hosted by an energetic, dorky, but well-meaning adult who uses corny puns and jokes to share the risks of vaping. The campaign

(<https://modernstorytellers.com/work/hey-norm/>) includes print, out-of-home, billboards, mobile, social, streaming audio, and YouTube ads will launch by April 1.

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