

Worcester-Based B2B Marketing Agency Wins “PR Agency of the Year” Award for Second Consecutive Year

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DMA Europa, a renowned B2B PR & marketing agency specialising in technology and engineering, has once again been awarded “PR Agency of the Year” by the industry authority Instrumentation Monthly. The prestigious recognition was announced at the Instrumentation Excellence Awards, where the agency emerged as the top choice among industry professionals after another anonymous nomination and voting process.

Operating in the often-complex and behind-the-scenes world of B2B marketing, DMA Europa helps to shine the light on innovations that shape our daily lives, from turbines powering the grid to precision devices enhancing food and pharmaceutical safety. As part of the Marketing + Technologies Group, the agency develops strategic marketing and PR campaigns for sectors like industrial automation and engineering, showcasing impactful technological advancements.

Accepting the award on behalf of the company at the gala ceremony, held at the Grand Connaught Rooms in Covent Garden, London, were Philip Howe, Director at DMA Europa, and David Bedford, COO at Marketing + Technologies Group.

Reflecting on the win, Philip said: “We’re honoured to receive this award for the second year in a row. It’s a testament to the incredible dedication of our entire team.

We're also immensely grateful to our clients, who inspire us to keep pushing boundaries and deliver our very best."

With a legacy spanning over 30 years, DMA Europa continues to support global leaders such as Bürkert, Regal Rexnord, and Sulzer. Rooted in Worcestershire, DMA Europa relocated to Worcester in 2021, establishing itself at Progress House near Shrub Hill together with its Marketing + Technologies Group partners Midland Technical Translations, and V-Ex as well as its in-house broadcasting venue Midland Road Studios.

Image captions:



Image 1: Philip Howe (left) and David Bedford (centre) accepted the award on behalf on DMA Europa.

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About DMA Europa

DMA Europa is a full service multi-language PR, marketing, advertising and communications agency for industry.

Our services are designed to solve one of the most difficult tasks facing professionals who have sales and marketing responsibility across international borders, that is to effectively co-ordinate simultaneous multi-channel campaigns in several countries.

Services are optimised for both European and International remits, including modules for effectively addressing new markets such as Russia and Asia.

As a centrally managed resource, DMA Europa allows you to work with cultural and linguistic differences, not against them and maximise the effectiveness of your time and efforts.

Sales and media messages seamlessly co-ordinated and implemented across International markets. Media coverage and web publishing achieved simultaneously in many different native languages. Sales leads from the web, direct mail, email and printed media maximised.

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