



## **NRPR Group Video Series Wins Gold in Hermes Creative Awards**

*"PRactical Guide to Publicity" Honored Among Top Educational Video Series*

**BEVERLY HILLS, Calif., May 3, 2016** – [NRPR Group LLC](#) (NRPR), an award-winning public relations, social media marketing, and strategic positioning agency founded by Nicole Rodrigues, is thrilled to announce its educational video series, [PRactical Guide to Publicity](#), received a Gold Award in the 2016 Hermes Creative Awards competition.

PRactical Guide to Publicity was created to teach C-Level executives—especially CEOs and CMOs—the true benefits of strategic PR. Rodrigues says that since these executives are most often the individuals making PR-related hiring decisions for their companies, she wanted to help those without a background in public relations understand it on a deeper level to help them make more educated PR decisions.

PRactical Guide to Publicity covers the following topics:

- The Evolution of Public Relations: Embracing The Changes
- Public Relations Builds Trust In Your Brand
- The Media Landscape Is Shrinking. What Does That Mean?
- Hire A Public Relations Pro And Let Them Do Their Job
- Familiarize Yourself With Where You Want Coverage
- Image Is Everything: Build, Promote And Protect It
- Create. Grow. Publicize. Repeat.
- Express Yourself: Let Your Voice Be Heard
- Help The Media Find And Understand You
- Show Off Your Coverage
- Great Publicity Comes With A Price Tag

NRPR Group is honored to receive a Hermes Creative Award and looks forward to expanding the video series over the following year.

PRactical Guide to Publicity was created by Nicole Rodrigues and produced by Stephen Readmond and Christopher Stanley, co-founders of The Readmond Co. The series is currently on [YouTube](#).

### **About NRPR Group LLC:**

NRPR Group is not your typical public relations and social media marketing agency. We're an award-winning strategic positioning firm with a talented group of hybrid publicists, content creators, strategic marketers, and creative minds. We're changing the PR game and our clients

are reaping the rewards. We're passionate about bridging the gaps between multiple elements of the entertainment industry, including talent, television, film, sports and music; with clients in the technology and lifestyle industries. We cater to companies of any size. From startup to grown up, we help companies reach their business objectives through our creative services. For more information, visit <http://nrprgroup.com/> and/or NRPR Group on social media: [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

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