



Press Release



PLPR announces merger with Nice Group

Bristol based public relations and social media consultancy, [PLPR](#) has announced that the business will join [Nice Group](#), in a move that will expand client services and opportunities across both businesses.

Established in 2005 by Pam and Dieter Lloyd, **PLPR** (originally known as Pam Lloyd PR) provides PR, marketing and social media support for food and drink brands and producers. Born out of a specialism in fresh produce marketing, the agency now handles accounts for a range of established and emerging grocery, and hospitality brands, along with long running campaigns promoting fruit, vegetables, FMCG and specialty foods.

Nice Group, established in 2019 and headquartered in Totnes, Devon, is a group of agencies comprising Webelect, We♥Digital and Bright Spark Digital, offering digital, e-commerce and SEO services and solutions. **PLPR** joining **Nice Group** will bring a wealth of expertise and innovation in PR and marketing strategy, social media management and content creation, offering clients right across the group even more opportunities to grow their brand, their reputation and their business.

Jenny Bishop, MD of PLPR said:

“PLPR joining Nice Group is a huge opportunity for our business and our clients. To be part of a wider Group offering e-commerce, web development, SEO and digital means we can support our clients right across the spectrum of marketing and draw on the incredible digital expertise in the Group. In turn, we at PLPR bring an enormous wealth of creative marketing skills and a legacy of excellence in PR, social media and content creation that clients elsewhere in the Group can start to benefit from.”

Matt Hill, MD of Nice Group added:

“We are delighted to have PLPR join Nice Group. The capability, experience, portfolio and knowledge of the amazing company founded by Pam and Dieter Lloyd compliments our other companies very nicely. Having a class-leading food and drink PR and marketing company join the Group is a further step in Nice Group’s strategic expansion in providing content creation, public relations and social marketing with clients across fashion, retail, food & drink, hospitality, tourism, services and more. I look forward to welcoming the team and clients to the Group in the next stage of our journey together.”

PLPR Founder Pam Lloyd said:

“I’m incredibly proud of the work Dieter and I have done over the past 20 years building and running PLPR. The brands and careers we have launched, the friends we have made and the way in which we have continually adapted the agency to the changing demands of working with media over two decades. Joining Nice Group allows PLPR to offer clients a broader range of services and colleagues new opportunities to grow their careers and experience new areas of marketing which we haven’t previously offered. As a certified B Corporation, we know Nice Group shares our values and I’m excited to see how the businesses will grow together in the future.”

Following the merger Pam and Dieter Lloyd will continue to work with the agency working with new and existing clients on PR and marketing strategy and campaigns.

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About PLPR

We are in the business of changing people's attitudes to food and drink brands and services. We do this by communicating the key messages about our clients' products or services that inform and educate people - the media, customers, stakeholders, internal teams. We use paid for, earned, shared and owned channels to deliver brand messages including social media, content creation, influencer marketing, events and activations, digital marketing, media relations and sampling.

About Nice Group

Nice Group, a certified B Corporation, is a dynamic and innovative group of companies, known for its cutting-edge digital, e-commerce and marketing solutions. Through our core brands and companies, we do business in a nice way.

- We grow and acquire businesses with the same ethos and compliance standards in providing companies and brands with services in retail, trade, marketing and customer acquisition/experience
- Develop and grow strong people, build talent and careers
- Provide services and solutions to real world business, marketing and retail problems
- Our core values are customer excellence, honesty and sustainability