



SIM Group hires NKPR

SIM Group has retained **NKPR** of Toronto as its North American public relations and digital media agency. SIM Group is the umbrella organization for a collection of companies providing various content creation and production services to the film and television industries. These include SIM Digital, PS Production Services, Bling, Chainsaw, Pixel Underground, Tattersall Sound & Picture and Post Factory NY.

NKPR will develop PR initiatives intended raise awareness of the company and its services. These activities will take place in Toronto, New York, Los Angeles, Vancouver and Atlanta. The agency will also participate in a rebranding effort the company will undertake next year.

"We are enthusiastic to welcome NKPR as an extension of our brands in North America," said James Haggarty, CEO of SIM Group. "Natasha Koifman and her team have a proven track record of success in delivering results that drive brands forward, and we are proud to have them support SIM as our strategic partners to tell our brand story and drive awareness of our portfolio of integrated solutions."

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