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### **Menlo Worldwide Appoints GCI For Pan-European Campaign**

Menlo Worldwide, one of the world's largest transportation, logistics and supply chain management companies, has appointed GCI London to manage a Pan-European media relations campaign to raise the organization's profile and support its rebranding.

The international program will be implemented and coordinated by GCI London working closely with other GCI offices in Menlo Worldwide's key European markets, including Germany and Eastern Europe as well as in the UK. David Benton, Director of Corporate Communications for Menlo Worldwide said: "Building strong brand recognition for Menlo Worldwide in EMEA markets, following our name change from Emery Forwarding, needed a truly global PR agency with good understanding of the marketplace to provide support for our operations across all our markets."

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