

LEKIOSK hires SPARK-AGENCY to manage its UK & French PR

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Following a pitching process which included several agencies, the French leader and pioneer of information streaming, LeKiosk (<http://www.lekiosk.com>), has entrusted its BtoB and BtoC communication strategy for France and the UK to French PR agency Spark-Agency (<http://www.spark-agency.fr>) and its UK counterpart, Bijou PR (<http://www.bijoupr.com>).

Created at the end of 2006 by Ari Assuied, the LeKiosk platform allows users to access more than 1600 media titles, via a computer, tablet and mobile application, thanks to numerous strategic partnerships with French, Italian and British publishing houses. The agency Spark-Agency will help define the company's PR strategy, build integrated campaigns and execute French and UK media relations. The core objective is to position LeKiosk as a thought leader in digital news and magazines and build its profile across both France and the UK.

"13 years after its launch, LeKiosk is the perfect illustration that digital and media can go together. With a desire to offer quality publications where everyone can focus on topics that interest them or they are passionate about, Spark-Agency is happy to represent LeKiosk in France and the UK and to help promote its offers and services that allow the greatest number to easily access a large variety of quality news and entertainment," says David Lasne, Founder of Spark-Agency.

Spark-Agency in a few words

An expert in Influence, Media & Digital Relations, David Lasne has been working for 20 years in various agencies to build the image and reputation of brands and artists such as Vestiaire Collective, French Connection, Wrangler, Lansay, Balsam Hill, Smallable, Instagram, Deezer, Schweppes, Schweppes Villa, Cyclofix, Universal Music (artists), Editions Jalou and events such as the preview screening of The Secret Life of Pets 2 at the cinema on the Champs-Élysées.

The creation of Spark-Agency is both the result of this experience and the desire for a personal adventure, leveraging his expertise and extensive network for his clients' benefit. But also the desire to re-think the media and public relations of tomorrow. Spark-Agency's ambition is to build a hub of talent, where everyone can respond to different customer challenges based on his/her experience and expertise.

In the UK, Spark-Agency has partnered with Bijou PR, run by Martha de Monclin, a PR professional with more than 20 years experience across UK, France and the US.

Spark-Agency News on Instagram: [@sparkagencycom](https://www.instagram.com/sparkagencycom)

Or on the website: www.spark-agency.fr (<http://www.spark-agency.fr>).

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