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News[Printer friendly version](#)[Send to a friend](#)**Ryanair picks Ulled for Spanish and Portuguese PR***Ivan Castano PR Week Worldwire 16-09-2003*

Madrid: Irish discount airline Ryanair has chosen Spanish PR shop Ulled to handle its communications and marketing work in Spain and Portugal.

As part of the one-year contract, **ulled** will draft a corporate communications and marketing plan for the airline, including strategies to promote the brand with the media and in events. The efforts are aimed to lift Ryanair's profile in the two booming tourism markets.

Merce Balana will head a six-strong team, based in Barcelona and reporting to Ryanair communications director Paul Fitzsimmons.

Balana said: 'Ryanair's commitment to the Iberian market reflects the importance of Spain and Portugal for international tourism.'

Ryanair flies to 10 destinations in Spain and to Faro, Portugal. It forecasts traffic of 24 million passengers in 2004.

However, the carrier will face tough competition from rival discount company Easyjet, which has taken the Spanish market by storm, and from national airlines Iberia, Spanair and Air Europa, which have lowered their fares to fight the encroaching competitors.

Earlier this year, Easyjet picked local PR shop Inforpress for publicity in Spain and Portugal.

Established in 1965, Ulled's top clients include Nestle, Panasonic, Bayer and General Electric.

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