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# Williams drops Outside for Taylor Herring

**Julia Day**  
**Friday November 14, 2003**

Robbie Williams has followed David and Victoria Beckham and Sir Elton John by ditching publicity firm the Outside Organisation.

It is a significant blow for the PR company, coming just weeks after the Beckhams' defection.

Williams' record label, EMI, and his management company, IE Music, have appointed Taylor Herring, which has hitherto specialised in TV rather than music, counting Richard Madeley and Judy Finnegan, John Leslie and Fame Academy among its clients.

In September Taylor Herring hired Bryony Watts as an account director from Outside, where Williams was one of her clients.

Williams is gearing up to launch his Knebworth Park concerts on DVD, to be called What We Did Last Summer.

Taylor Herring is also promoting the singer's new single, Sexed Up, the fourth track to be taken his Escapology album.

Outside is believed to have retained promotional duties for the popstar's website.

The Beckhams quit Outside in July, taking their spokeswoman, Caroline McAteer, with them to 19 Entertainment.

19 is owned by Simon Fuller, a former manager of the Spice Girls.

However, Ms McAteer has a poor relationship with vital



Williams: preparing to launch DVD of this summer's Knebworth concerts



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showbusiness editors on the tabloids and last week the News of the World accused her of repeatedly denying stories that were true.

She is believed to have been moved away from working with Victoria Beckham in favour of one of 19's publicists, Charlotte Hickson.

Sir Elton dropped Outside - one of the country's most well-known PR companies and one that dominates the music industry - and hired Madonna's publicist, Barbara Charone.

Charone is representing him for newspapers and magazine publicity while 21st Artists is handling Sir Elton's TV and radio PR.

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