

# Bath-based Highlight PR rebrands following a record year of growth

Bath agency unveils new identity and website

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## SUMMARY

*Bath-based communications agency Highlight PR has unveiled a new brand identity and website as the agency gears up for further growth following a record year in 2015.*

**B**ath-based communications agency [Highlight PR](#) has unveiled a new brand identity and website as the agency gears up for further growth following a record year in 2015.

Highlight offers PR, social media and content marketing expertise to kids, family & lifestyle brands; education and training colleges; and creative and pioneering companies. The long-established agency is based in the centre of Bath, having moved from Charles Street to larger prominent premises on Bath Street last year.

Highlight's consumer client list includes popular children's brands such as Miffy, Sylvanian Families and Aquabeads. Its corporate clients include Bath landscape architects Grant Associates, global experiential marketing group BEcause, healthy food company Wessanen UK, and MPCT, a specialist training organisation for young people with colleges across England and Wales.

"We've always been deeply passionate about helping brands and companies to find their voice, bring out their personalities and achieve their goals," says Nick Vellacott, Managing Director at Highlight PR. "Since moving into our new office last year, we've been busier than ever, working on a fascinating and eclectic mix of national and international projects. 2015 was our best year ever, and we're confident our new identity and website will support further growth in 2016."

Highlight PR was founded in 1999 by co-directors Nick and Alison Vellacott. The agency started out based in Chippenham, but relocated to Bath in 2007, though its clients are based all over the UK and overseas.

The rebrand follows closely in the wake of the appointment of two Account Directors and the expansion of the core agency team to now include eight communications professionals. At the end of last year, the agency was shortlisted for three national PR and social media awards, and won Gold for Best Use of Social Media in the 2015 South of England & Channel Islands CIPR PRide Awards.

To find out more, visit [www.highlightpr.co.uk](http://www.highlightpr.co.uk) or follow [@highlightpr](#) on Twitter.

## ENDS



### RELEVANT LINKS

 **Highlight website**  
<http://www.highlightpr.co.uk>

### QUOTES

*"We've always been deeply passionate about helping brands and companies to find their voice, bring out their personalities and achieve their goals. Since moving into our new office last year, we've been busier than ever, working on a fascinating and eclectic mix of national and international projects. 2015 was our best year ever, and we're confident our new identity and website will support further growth in 2016."*

— Nick Vellacott, Managing Director at Highlight PR

### IMAGES



### SPOKESPEOPLE



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#### ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.

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Highlight PRnewsroom