

Highlight hired to promote toy company Wicked Vision

Bath agency to support launch of Socker Bopper Body Bubble Ball

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SUMMARY

Outdoor toy specialist Wicked Vision UK – the world’s largest manufacturer of returning boomerangs – has appointed Bath-based agency Highlight to manage its PR, social media and e-marketing in 2017.

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Highlight’s key role is to support Wicked as it fuels the latest outdoor craze for ‘bubble football’ with the global launch of its new Socker Bopper Body Bubble Ball.

The company is the first worldwide to launch a body bubble ball for under £50 - making it now affordable for individuals to enjoy the thrills of ‘bubble footie’. Previously this hugely popular, fun sport could only be enjoyed by club teams who either rented or could afford the hefty price tag of up to £250 per ball.

Highlight has already been busy at London Toy Fair 2017, managing national press and TV crews for the first reveal of Wicked’s new body bubble ball. With coverage secured on ITV’s *This Morning*, *BBC Newsround*, *Guardian.com* and the *Daily Telegraph*, the agency has had a great start to its PR campaign.

Alison Vellacott, Director of Highlight PR, comments:

“Wicked is a truly innovative toy company, with a mission to get kids off screens and in to the open air with its range of active, outdoor toys. The Socker Bopper Body Bubble Ball is set to be hugely popular and we will be working tirelessly to promote it to UK consumers. It’s a great, fun product to work on.”

David Strang, Managing Director, Wicked Vision, said:

“We have been really impressed with Highlight’s results at London Toy Fair and are looking forward to working with them on what promises to be an exciting year for Wicked.”

ENDS

Notes to Editors:

About Wicked Vision UK

- **The world's largest manufacturer of indoor and outdoor returning boomerangs (over 6 million sold to date)**
- Exports boomerangs to over 45 countries – even Australia!
- Founded in 1999 - based in South London
- Produces all its boomerangs & other flying toys in the UK
- Current product ranges include:
 - Wicked Booma: Proudly British made range of returning Indoor and Outdoor returning boomerangs: Junior Booma, Indoor Booma, Outdoor Booma, Night Booma, Sonic Booma, Aussie Booma, World's Most Expensive Production Boomerang - Carbon Booma.
 - Wicked Mega Bounce: Award winning giant inflatable High Bounce Balls: Mega Bounce Junior, Mega Bounce XL.
 - Wicked Sky Spinner: Hand propelled spinning trick disc.
 - Wicked UKick: A fusion of badminton and street football, great for tricks, stunts and 'keepie-uppies'.
 - Wicked Sky Rider: Range of high-performance flying discs: Sport, Pro, Ultimate and Ultimate LED. World's Most Expensive production flying disc – Sky Rider Carbon.
 - Wicked Micro Riderz: High powered mini stunt motorbike loop and jump pack.
 - Wicked Socker Bopper: Inflatable bowling pillows: Socker Swords, Wicked Power Bags, Wicked Bop Buddy available
 - Wicked Boomerang: Returning flying ring
 - Duncan Yoyos: Distributors of the world's number one yoyo brand.
 - New for 2017: Wicked Socker Bopper Body Bubble Ball (RRP: £49.99): making 'bubble football' now affordable for all!
- Wicked's Managing Director: David Strang, 44 years, born in Scotland, bred in Australia, now resides in London.
- First job aged 14: Selling cakes and doughnuts from a stand in a shopping mall by shouting out to passers-by; too young to earn a wage, he was paid in doughnuts!



RELEVANT LINKS

 **Wicked Vision**
<http://www.wickedvision.co.uk/>

QUOTES

"Wicked is a truly innovative toy company, with a mission to get kids off screens and in to the open air with its range of active, outdoor toys. The Socker Bopper Body Bubble Ball is set to be hugely popular and we will be working tirelessly to promote it to UK consumers. It's a great, fun product to work on."

— Alison Vellacott, Director at Highlight PR:

"We have been really impressed with Highlight's results at London Toy Fair and are looking forward to working with them on what promises to be an exciting year for Wicked."

— David Strang, Managing Director, Wicked Vision:

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.



Highlight PRnewsroom