

# Four awards for Highlight in regional PR awards

Bath-based agency wins 'Small Consultancy of the Year' title at PRCA DARE Awards South West & Wales

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## SUMMARY

*Bath-based PR, content and social media agency Highlight claims four award wins at the 2017 PRCA South West & Wales DARE Awards, including being named 'Small Consultancy of the Year' for the second year running.*

**B**ath-based communications agency [Highlight PR](#) collected four awards at the fifth annual PRCA DARE Awards in Bristol, including being named 'Small Consultancy of the Year' for the South West and Wales region for the second year in a row.

The ceremony, which took place at Bristol's Marriott Royal Hotel, saw agencies and in-house teams gather together to celebrate the great work of the PR and communications industry and to recognise those that lead the way in media relations, reputation management and digital marketing.

The 'Small Consultancy of the Year' prize was awarded to Highlight for the second time after another year of strong results for existing clients and several notable new business wins, including pioneering DNA ancestry company Living DNA, organic food brand Babease and outdoor toy company, Wicked.

Within focused categories, Highlight scooped the 'Trade and B2B Campaign Award' for its Healthy Food, Healthy People, Healthy Planet activity for [Wessanen UK](#), the owners of natural food and drink brands including Clipper Teas, Whole Earth and Kallo.

Highlight also won the 'Media Relations Award' for its work in launching and establishing Somerset-based [Living DNA](#) and driving sales and web traffic for its 'HD ancestry test' that looks to challenge racist attitudes and behaviours through the power of DNA testing.

And Highlight's consumer team picked up the 'Digital and Social Media Campaign of the Year' award for client EPOCH Making Toys for [#FindingAquabeads](#), an imaginative campaign that combined creative online games with an integrated PR stunt and blogger engagement to entertain fans of the global craft brand and drive social sharing. Highlight's dedicated work to launch children's TV show [Bottersnikes & Gumbles](#) was also shortlisted in the 'Low Budget Campaign' category.

**Nick Vellacott, Managing Director at Highlight PR, comments:**

“This was another memorable awards night for the Highlight team – and a great reward for everyone’s hard work over the last year. I’m very proud of the results we’ve delivered for our clients over the last year, and the growth we’ve achieved as an agency. Awards like this are clear proof of the value agencies like ours can deliver, and we’re sure they will help fuel further growth in the coming year.”

Highlight, which was founded in 1999 and is located on Bath Street in the heart of the city centre, provides PR, social media and content marketing services to clients including kids’ and family brands, food and drink companies, and firms in the creative industries.

2017’s success for Highlight follows on from [a hat-trick of PRCA DARE award wins](#) at last year’s ceremony in Bristol.

The PRCA DARE awards from the Public Relations Consultants Association seek out and reward the very best use of PR for communications purposes across the UK. An independent judging panel of communications professionals select the winners.

### PRCA DARE Award photos © Don’t Panic and Black Tie Portraits



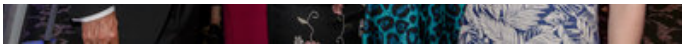
#### QUOTES

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— Nick Vellacott, Managing Director, Highlight PR

#### IMAGES





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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