

Three more awards for Bath PR and social media agency

Highlight PR picks up industry awards for work with Sylvanian Families, Aquabeads and Living DNA

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SUMMARY

Bath-based PR and social media agency Highlight has collected a trio of awards at the 2017 South of England & Channel Islands PRide Awards, including 'Best Use of Social Media' for the third straight year.

Bath-based PR and social media agency [Highlight PR](#) has collected three awards at the 2017 South of England & Channel Islands PRide Awards.

Organised by the Chartered Institute of Public Relations (CIPR), the PRide event saw the best in-house, agency and public-sector communications teams from across the South of England gather at the Mercure Bristol Grand Hotel to celebrate the most successful and effective campaigns from the past year. Over 950 entries were received, with winners selected by an independent panel of industry experts.

Highlight PR's team collected the Gold award for 'Best Use of Social Media' for the third year in a row, this time for the agency's series of monthly interactive games and large community growth for global craft brand Aquabeads.

The team also won Gold for 'Best Integrated Campaign' for its work for popular children's toy brand Sylvanian Families.

Finally, the agency won a Silver 'Consumer Relations' award for its campaign to launch Living DNA – a new HD ancestry test – as a challenger brand within the crowded global DNA ancestry market.

Highlight was also recognised in three additional categories, including the highly sought after 'Outstanding Small PR Consultancy' honour for the second year running.

Alison Vellacott, Consumer Director at Highlight PR, comments:

"The CIPR PRide Awards are one of the the region's top honours for PR and social media, so to come away with three awards this year is very satisfying. We place results at the heart of everything we do at Highlight, and it's always rewarding when our work is recognised on this kind of stage."

Located in the centre of Bath, Highlight offers PR, social media and content marketing expertise to a range of national and international companies and brands. The agency has particular strengths working with kids' and parenting brands, food and drink companies, and pioneering creative businesses.

A full list of winners at Friday's event can be found [here](#).

- *Pictured: The Highlight PR team (Credit: Steve Pope – Fotowales)*



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.



Highlight PRnewsroom