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Bath PR and social media agency celebrates award wins

Bath-based PR and social media agency **Highlight PR** receives national and regional industry accolades



Bath-based Highlight PR, which marks its 20th anniversary in 2019, has been awarded national and regional industry accolades for its consumer-focused campaigns this year.

Competing against some of the UK's largest digital agencies in *The Drum* magazine's 2018 Social Buzz Awards, Highlight was Highly Commended in the Best Integrated Campaign category for its launch of the new Sylvanian Families Town – the largest product launch in the toy brand's 33-year history.

This Sylvanian Families campaign was also recognised regionally, with Highlight winning Gold in the Best Consumer Relations category at the Chartered Institute of Public Relations (CIPR) PRide Awards for the South of England and Channel Islands.

Combining the World's Smallest Fashion Show at Hamley's Regent Street with a touring experiential roadshow underpinned by social media activity around the hashtag #SylvanianFROW, the CIPR judges described Highlight's campaign as "a model example of how PR can really prove its worth in the boardroom."

The agency also picked up the CIPR PRide 'Integrated Campaign' Silver award for its recent work on the classic children's character, Miffy. This involved a year-long focused repositioning of the character as a design-led baby gift and nursery interiors brand, while still maintaining Miffy's appeal to stylish adults.

Alison Vellacott, Consumer Director at Highlight PR, comments:

"It's very satisfying to be commended for our Sylvanian Families campaign at a national level, particularly when we were up against much bigger London agencies in the Social Buzz Awards. It was also great to pick up two regional awards from the CIPR. We're proud to have the opportunity to manage some great family brands and to have received such excellent feedback from the judges."

Located in central Bath, Highlight's growing team offers PR, social media and content marketing consultancy to a range of national and international companies and brands. The agency works in a diverse range of sectors including baby & parenting, food & drink, kids & toys and leisure & lifestyle.

www.highlightpr.co.uk

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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