

Toy Firm EPOCH hires Highlight PR for Sylvania Families Push

Bath PR agency also tasked with promoting Aquabeads art range



Info Bath | Published on: April 4, 2014

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Summary **EPOCH making toys has appointed Bath-based Highlight PR to manage PR and social media for its iconic collectible toy range, Sylvania Families, as well as for its Aquabeads art range.**

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Details EPOCH making toys has appointed Bath-based Highlight PR to manage PR and social media for its iconic collectible toy range, Sylvania Families, as well as for its Aquabeads art range.

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Created in Japan in 1985 and launched 2 years later in the UK, Sylvania Families is a classic toy brand comprising collectible animal figures, playsets and dolls houses. It is the only toy line to have won the Toy Retailers Association's Toy of the Year Award in each of its first three years (1987, 1988 and 1989). Approximately 100 million Sylvania figures have been sold worldwide since launch, and today the brand commands 20% of the UK doll play sets & theme sets category, according to recent figures. EPOCH will be celebrating the 30th anniversary of Sylvania Families in 2015.

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Highlight's role is to reach children aged 4 to 8 years – both existing and potential fans of Sylvania - and their parents, plus extended family members who are gift-givers. Another key objective is to recreate a sense of nostalgia amongst 'second generation' parents, driving them to introduce their offspring to the brand they loved in their own childhood.

The campaign will include the creation of engaging online content shared across a range of social media platforms, support on fan club newsletters and blogging, editorial competitions and a range of PR activities targeting national, regional and trade media.

Highlight is also managing EPOCH's Aquabeads brand – design-based bead sets which stick together when sprayed with water. Once again, creation of imaginative online content to share across social media platforms will be a key part of the activity, together with product PR, editorial competitions and trade PR.

Alison Vellacott, director of Highlight PR, comments: "We're delighted to be working on such an iconic, heritage brand as Sylvania Families. When you mention it to people, so many say how their child loves playing with them, or that they have all their Sylvania's carefully stored in their attic ready for the next generation. We're looking forward to tapping into that love for the brand and nostalgic sentiment".

Highlight was appointed by EPOCH making toys following a four-way competitive pitch.

Quotes *"We're delighted to be working on such an iconic, heritage brand as Sylvania Families. When you mention it to people, so many say how their child loves playing with them, or that they have all their Sylvania's"*

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— Alison Vellacott, director of Highlight PR

Images



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.