



Seal builds on success

November 2007

Seal Communications has been appointed as the marketing and PR agency for the UK's first 24/7 online supplier of building materials.

Worcester based Building Supplies R Us (BSRUS) operates via a network of independent builders' merchants from across the UK, with more than 2,500 products available.

Seal was appointed following a competitive pitch to increase traffic to the website and raise awareness of the product range - communicating the fact builders can order the products they need at keen trade prices on evenings or at weekends, thereby giving them more time to spend on site, rather than making multiple visits to builders' merchants during the working day.

Managing director Claire Deeley said: "We are delighted to be working with this dynamic company and help generate awareness of its services. Our experience in the building sector, proven track record in B2B campaigns and ability to understand our clients' market sectors were important factors in the account win."

Activity has kick started with a targeted media relations campaign, press advertising, billboards and radio advertising featuring actor Tim Healey, which deliver clear and concise messages based on the strap line: 'a little time on our site will give you a lot more on yours.'

"The activity will also take advantage of the fully integrated services available at Seal, including media relations, creative design and marketing."

Seal Communications has more than 40 staff located across three offices in Birmingham, London and Shrewsbury.



Ends

For further information contact Jo Mathers at Seal Communications on 0121 200 0780.

