

## Echo Falls Seals PR contract

July 2007

Constellation Europe has announced the launch of a £5 million consumer campaign for its leading Californian wine brand, Echo Falls, appointing Seal Communications to handle the consumer PR.



The brand's first ever national TV advertising campaign kicked off with prime time slots across Channel 4, E4, ITV2 and Sky One. Extensive consumer research revealed that consumers are looking for a brand to associate relaxation within their lifestyle. The 30 second advert, featuring emotive chill-out music from 'Art of Noise', stylishly combines camaraderie, wine and women and marks a dramatic step change for the brand and the sector.

"We are delighted to be working with Echo Falls at such an exciting time in the brand's development. For over four years now we have enjoyed successfully building sister Constellation brands Kumala and Da Luca and this account win takes us into the Californian sector in style" commented Katie Morris, chief executive of Seal Communications.

"We will be using the relaxed cues from the advertising in our PR campaign across all the women's glossies to help position the brand as a quality, light wine ideal for sharing and unwinding."

Echo Fall's contemporary new branding and positioning has been developed to appeal to those looking for a light, fruity wine style. As one of the fastest growing top twenty wine brands, Constellation are confident Seal's campaign will leverage the heavyweight advertising and promotional spend to deliver strong pull through from the consumer.

Seal Communications is one of the country's fastest growing independent consultancies, with more than forty staff located across three offices in London, Birmingham, and Shrewsbury.

**Ends**

**For further information please contact Rebecca Mee at Seal Communications on 0121 200 0780 or email [rebeccamee@sealcommunications.co.uk](mailto:rebeccamee@sealcommunications.co.uk)**

**Pictured: Seal Communications' chief executive, Katie Morris.**