

Game, Set and Match to Seal with LTA win

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The Lawn Tennis Association (LTA) has appointed Seal Communications to drive ticket sales for a series of major tournaments via an integrated PR and marketing campaign.



The first project involves Seal, one of the UK's leading independent communications consultancies, implementing the PR, marketing and promotional activity for the Davis Cup match at the NEC in Birmingham (6-8 April 2007).

One of the most important events in the tennis calendar, a resurgent Great Britain will take on The Netherlands in the quest to qualify for a World Group playoff - just one step away from joining the global elite group.

Steve Dann, client services director at Seal, said: "With Andy Murray's rise up the world rankings, British tennis is enjoying somewhat of a revival and we are delighted to be involved in this high profile event. The project utilises our full service offering of media relations, creative design and marketing to generate awareness and a real buzz in the lead up to the Davis Cup."

Seal has successfully secured promotions with key national and regional media and devised an advertising campaign which focuses on the opportunity to watch world class tennis featuring British stars. This includes the design and production of an outdoor poster campaign, a leaflet drop to 70,000 homes in the catchment area and coordinating an event in the city centre with an inflatable tennis simulator and promotional staff.

Seal has also been appointed to market DFS Classic International Women's Tennis tournament, taking place June 11 - 17 2007 at Edgbaston Priory and the Nottingham Open, a men's ATP grass tournament from June 18 - 23 2007 at the City of Nottingham Tennis Centre.

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

For further information please contact Rebecca Mee at Seal Communications on 0121 200 0780 or email rebeccamee@sealcommunications.co.uk

Photography caption: LTA account team at Seal Communications: (left - right) account director Sarah Smith, senior account executive Dominic Parker and account executive Melissa Freeman at Birmingham New Street station with the Davis Cup creative material and one of the posters designed and produced by Seal.