



Seal of success for Marketing Birmingham

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Marketing Birmingham, the city's destination marketing agency, has appointed Birmingham based Seal Communications to design and implement its new leisure tourism campaign.

With an initial value in excess of £300,000, the 12 month 'Visit Birmingham' project will use press, outdoor advertising and literature to bring together the different aspects of the city's lifestyle offering.

Interest was received from 75 creative agencies across the UK, with four local agencies and two London based agencies shortlisted for a competitive six-way pitch.

Katie Morris, Seal Communications chief executive, said: "As a long-established Birmingham based agency we have been part of the city's renaissance in recent years, having witnessed first hand the amazing transformation that has taken place both culturally and through investment in the retail and leisure offering.

"We are delighted to have been selected as we are passionate

about what Birmingham has to offer as an exciting and vibrant place to be. Our work for Marketing Birmingham will build on our broad experience of working on destination marketing campaigns both in the UK and for tourism bodies internationally."

Dave Hodgson, Marketing Director at Marketing Birmingham said: "Birmingham is a great city with a lot to offer and one of the most difficult parts of marketing it is choosing which bits to single out and promote.

"In fact, Birmingham has the whole package, from food, drink and shopping to sport, history, entertainment and the arts, as well as everything in between. The Visit Birmingham campaign will bring this together to promote the city as one destination for leisure tourists, no matter what they're looking for.

"We're thrilled to have appointed Seal as a local agency that really demonstrated its ability to look at the bigger picture. The ideas that Seal presented fitted the brief perfectly and I'm looking forward to working with them to bring the campaign to life."

The campaign will also complement the redevelopment of Birmingham's official tourism website www.visitbirmingham.com by digital agency TAK! based in Digbeth.

Tourism is a major economic driver in Birmingham, bringing more than 30 million visitors to the city in 2006 and contributing £2.5bn in terms of spend.

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