

Agency passes the OCR test as leading exam board awards PR contract

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OCR, a leading UK exam board, has set PR consultancy Seal Communications a stiff test - raising awareness of the board's ability to help in classrooms across England, Wales and Northern Ireland.



Around four million schoolchildren, students and adults sit OCR examinations each year yet the Cambridge-based awarding body feels brand awareness among teachers and training heads is not what it could be.

Seal is tasked with building OCR's reputation with key decision-makers, in particular heads of department, through the regional and trade media.

Matt Castle, head of marketing for OCR, said: "Although our range of qualifications is widely respected we recognise that we have not been making the most of our position as one of the major players.

"We are looking for a profile that reflects our stature and truly represents our distinct 'personality' as an organisation - reliable,

professional and supportive, while being well informed and pioneering.

"In appointing Seal we have on board a consultancy that has demonstrated both a clear understanding of the issues that will be at the heart of the campaign and an excellent track record in delivering successful media relations."

OCR, whose motto is 'Recognising Achievement', was formed in 1998, after two major exam boards were brought together - Oxford & Cambridge Schools and the Royal Society of Arts.

It works with a wide range of education providers including schools, further education colleges, prisons, the police force and other workplaces. It delivers a wide range of qualifications including A levels, GCSEs and vocational skills and language courses.

Steve Dann, head of client services for Seal, said: "We will be working closely with OCR's marketing and public affairs teams to develop its leadership position and communicate how the organisation is responding to major educational reform, particularly within the 14 to 19-year-old sector.

"Education is rarely off the front pages and one of our first tasks will be to establish what we expect to be a busy press office ensuring OCR has a good share of voice on the educational issues of the day."

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