

Seal Wins Gold

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Seal Communications has struck gold at this year's PRide Awards – the industry's equivalent of the Oscars. It's the 11th consecutive year that Seal's campaigns have been officially recognised by the industry's professional body, the Chartered Institute of Public Relations (CIPR).



The agency scooped two golds in the Best Public Sector Programme category on behalf of Walsall Regeneration Company (WRC) and Best Community Campaign for Greenbridge Retail and Leisure Park in Swindon.

Seal was appointed by WRC three years ago to help launch the regeneration plans for the town through an integrated PR and marketing campaign – 'Walsall – A Town for Enterprise'. The aim was, and continues to be, to promote the revitalisation of Walsall and attract inward investment.

In the past year, Seal's organisational skills were tested to the full when the agency arranged four milestone events, attracting VIPs and media coverage. Against a backdrop of positive press and wide community support, planning consent was granted for a new college campus, a key objective for WRC.

The PRide judges said: "This is a well thought out campaign, with excellent use of the required press landscape. It's a good start to changing perceptions of Walsall."

Greenbridge also had a perception issue that it had to tackle with the local council and community. Rather than taking from the fabric of the town it needed to be seen as a responsible partner. Seal devised the 'Greenforce Garden Makeover' initiative which involved the community voting for a public space that needed transforming, then working with Greenbridge's retailers, community volunteers and schools to turn the run down area into a greener and safer place.

Securing regular reports on the region's key radio stations and spreads in the local press, the project also led to Greenbridge enjoying a much improved relationship with Swindon Borough Council and the wider community. And the judges verdict: "This was a thorough and imaginative campaign with focus and planning to ensure a forceful delivery, which yielded great results and strong evaluation."

Over the last 11 years Seal has won awards in several categories including Best Use of Media Relations, Best Consumer, Best Business to Business and Best Relationship Management. Seal's chief executive Katie Morris said: "Seal is committed to delivering well executed, results-driven campaigns and we are delighted to have been recognised in these prestigious and highly competitive awards."