

CIPR Excellence Awards 2005

... your proof of public relations success

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Judges' comments

Corporate Communications - sponsored by General Dynamics

Awarded for a corporate communications campaign that builds awareness and enhances reputation.

The Finalists

- GNER (Great North Eastern Railway)
Back our Bid Campaign for New Rail Franchise
- Hill & Knowlton (UK)
SABIC
- Limelight Public Relations
Building a Path to Industry Leadership
- Northumbrian Water
Grease Monkey
- Rolls-Royce
Surviving the Perfect Storm
- Three Valleys Water
The Mains Reality

Limelight Public Relations - Building a Path to Industry Leadership

Limelight Public Relations were initially appointed to raise the profile of three-year old business-to-business database company Information Arts. The client then sought recognition as the leader in its field.

Limelight created and ran the first conference dedicated to driving the evolution of business-to-business marketing. Speakers were from national and internationally recognised companies, and there was an effective media campaign. An excellent platform was created for senior management of Information Arts and key relationships with customers, suppliers, staff and others were reinforced. The event also provided positive revenue.

In their submission Limelight claim: "if you look beyond (media) coverage and understand that (PR) is about changing perceptions and a company's... image, a host of other avenues are available to generate results". That is what they did, and the conference is now established as an annual industry event.