

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

Corporate Communications

Sponsored by GENERAL DYNAMICS

The Finalists

GNER (Great North Eastern Railway)
Back our Bid Campaign for New Rail Franchise

Hill & Knowlton (UK)
SABIC: The Journey to Leadership

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 was 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 came 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 claims: "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.