Brahm Scoops Major National PR Industry Award

Contributed by Brahm
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Brahm PR is celebrating after winning one of the UKâ€™s most prestigious PR industry awards. The agency scooped the â€˜Best use of media relationsâ€™ accolade in one of the most hotly-contested categories at the national CIPR Excellence Awards held in London.

Brahm beat around 100 agencies to secure the top award, which was presented to the agency for its â€˜Football Fever Reportâ€™ campaign on behalf of client, Littlewoods Football Pools.

Brahmâ€™s Football Fever Report campaign was the first in-depth study into which football clubs are the most stressful to watch, and was judged from all the entries to have best-captured the imagination of the media and met client objectives. It beat off stiff competition from entries submitted on behalf of companies including the Royal Mail, Marmite and BT.

Widely regarded as the â€˜Oscarsâ€™ of the PR industry, the Excellence Awards are designed to reward and recognise best practice in public relations throughout the UK. Over 1,000 PR professionals attended this yearâ€™s event at the Honourable Artillery Company Gardens in London, with 730 entries submitted across over 20 categories.

Brahm PRâ€™s managing partner, Phil Reed, said: â€œThis national accolade is not only great reward for the teamâ€™s effort also key in cementing Brahmâ€™s position amongst the cream of top PR agencies in the UK. Itâ€™s also further proof that you donâ€™t have to have a London postcode to deliver award-winning PR campaigns and achieve the highest recognition within the industry.â€•

Commenting on Brahm PRâ€™s award winning entry, the CIPR judging panel said: â€œThis was a classic media relations campaign which delivered specific and quantifiable business benefits against clear targets. The campaign demonstrated a real understanding of the brand and the audience, and the role of the media in connecting them. It also showed a real feel for the interests, habits and working patterns of the journalists themselves.â€•

For further information on Brahmâ€™s award winning entry and the 2007 CIPR Excellence Awards, log on to www.ipr.org.uk/excellence