



GCI Nominated for PR Week Award

GCI has been nominated for a PR Week award following the UK launch of the new Mates "Xplore" range of condoms. This is the second consecutive year that the agency has been nominated for its work with the brand and follows a win for the same campaign at the European Sabre Awards in June.

The brief – "drive engagement with the youth audience by generating an unprecedented level of coverage positioning Mates Condoms as a 'cheeky' and 'spontaneous' challenger brand".

During the campaign, GCI delivered an OTS of 316 million, coverage to the value of over £2m and an average downtime (ie – average time across the year without coverage) of 4 days – far exceeding Mates' initial targets prior to the campaign.

Stephanie Surrey, Mates' former Head of Marketing, UK and Ireland said of the campaign: "The team at GCI understands the needs of a challenger brand. They developed and implemented a sexy, open-minded and vibrant campaign. Through their originality and creativity, GCI has enabled Mates to own concepts, to give the brand an edge, and to position Mates as the ultimate accessory".

Now in their 19th year, the PR Week awards hold considerable prestige and are coveted by all firms as recognition for outstanding performance within a range of categories.

The results will be announced on 18th October 2005

-ends-

For further information, please contact:

Ben Padfield GCI UK Tel: +44 (0)20 7072 4000 Email: bpadfield@gciuk.com