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Acas Brings in GCI to Boost Awareness

London, UK (28 September, 2007) – GCI today announced that Acas, Britain's leading employment relations organisation, has appointed GCI London to raise its profile and understanding of its role among the media, employers, employees, government and strategic stakeholders.

GCI will help reposition Acas from an organisation that deals with employment disputes to one that provides a range of good practice employment relations advice and training.

The agency will also help build the profile of new Acas chair Ed Sweeney, the former deputy general secretary of union Amicus, who formally takes up his new role in November.

GCI won the retained corporate brief following a competitive three-way pitch, having worked with Acas earlier this year on a project round the introduction of new age discrimination legislation.

Acas head of communications Alasdair Frew said: "GCI had a good understanding of the many challenges we face and I believe they can deliver the proactive approach we need to lift our media activity to a new level."

GCI will use a series of creative campaigns and tailored initiatives to show how Acas can help improve organisations and working life through better employment relations.

GCI CEO Mark Cater said: "The whole area of work is undergoing tremendous change. Our task will be to help Acas to be seen in a new light by employers and employees alike and to highlight the great work it is doing to promote good practice in employment relations."

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About GCI

GCI London is part of GCI Group, a leading global public relations consultancy with offices throughout North America, Europe, Middle East, Asia and Africa and is a member of the WPP Group, one of the world's largest communications services groups. Among its roster of clients are major organisations, including Alliance Healthcare, British Airways, Capgemini, Dell, ING, Procter & Gamble and Sony. GCI delivers award winning public relations across a range of business sectors and combines great ideas and strategic insights to deliver measurable business impact.