

Coventry company re-launches to Bridge the gap between traditional PR and the future of media relations

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A COVENTRY communications company has celebrated its re-launch with a series of major contract wins.

Strategic media consultancy Bridge PR has re-launched as Bridge PR & Media Services www.bridgepr.co.uk to reflect its widening portfolio of expertise from traditional public relations to digital PR, social media and online marketing.

The company, based at Electric Wharf, Radford, has also been celebrating winning four major contract wins covering the transport, recruitment, financial services and IT and telecoms sectors.

Managing director Gary Lillistone said: The world of PR and marketing is changing at a rate never before seen, largely due to the technological advances made in social media over the last two years. Our re-launch reflects our increased level of expertise in these new areas which, coupled with our traditional PR expertise, will continue to help our clients reach the widest possible audience. Clients are increasingly looking consultancies to deliver more to cover all of these areas which is what we've been doing for some time.

Bridge PR & Media Services has more than 15 years experience in the industry and has clients in a range of industry sectors, including aerospace, air cargo, automotive, IT, security, recruitment, creative & cultural, business solutions, housing, health and medical, charities, not-for-profit organisations and community groups.

Its services include strategic media planning, public relations, online marketing, digital PR, social media marketing, media training and mentoring and clients range from SMEs in Coventry and Warwickshire to major international organisations

Mr Lillistone added that the company's latest contract wins have been largely down to developing a broader portfolio of services to encompass the growing importance of social media.

He said: We are delighted with our latest contract wins and are looking forward to working with our new clients as well as our existing ones, delivering the high quality services they expect of a multi-faceted communications agency.

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Editor's note:–

Bridge PR & Media Services is a multi-specialist agency with a strong track record in producing exceptional results. It provides innovative marketing communication solutions developed specifically to meet the goals of its clients' marketing campaigns. It specialises in a number of different industry sectors including aerospace, air cargo, automotive, IT, security, recruitment, creatives & cultural (museums and website design and build), business solutions, housing, health and medical, and the third sector (charities, not-for-profit organisations and community groups).

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