

PRESS RELEASE

Gravitas represents and creates winners

The 2009 'swine flu' pandemic saw medicines shortages and caused 'moral panic'. This kept its healthcare clients busier than ever, operationally, but for the agency it helped to produce award-winning campaigns.

Flu vaccinations for the elderly and vulnerable have been freely available for some time, but when AAH Pharmaceuticals pioneered a new service, the first of its kind in the UK, it needed to focus on operations while Gravitas Public Relations took the marketing strain.

Results were instant – the culmination being the Chemist & Druggist magazine award for 'Business development of the Year.'

Gravitas persuaded its client to enter the award, and with AAH staff full to capacity wrote the entry beating off stiff opposition along the way.

Eminent judges from pharmacy, healthcare and the Government, including Keith Ridge, Norman Morrow and Bill Scott praised the service for its innovation and initiative.

Kay Williamson, managing director for Gravitas Public Relations said: "It is always our objective to stay one step ahead of our clients and to ease any pressures that they may have.

"In a year that has seen these pressures from external sources really put the squeeze on our clients' time, it's refreshing to see how an award winning campaign not only generates exposure and raises awareness of the services that they supply, but also rejuvenates and motivates a client that can see the rewards for their efforts."

ENDS

January 2010

For further press information, please contact:

Kate Screen,

Gravitas Public Relations, 7 Imperial Square, Cheltenham, GLOS GL50 1QB

Tel: 01242 211000

E: kate@gravitaspr.co.uk