

Tech PR & digital agency Media Safari scoops six nominations for CIPR awards

Submitted by: Media Safari

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Media Safari (<http://mediasafari.com>), an established tech PR and social media agency based in Bath, has been selected as a finalist for six awards across five categories in the Chartered Institute of Public Relations (CIPR) 2012 PRide Awards (<http://mediasafari.com/news/cipr-2012-pride-awards-finalist>) in the West of England.

Media Safari was shortlisted for a total of six awards in five categories including 'Best use of Media Relations', 'Best Use of Social Media', 'Healthcare', 'Best Sporting Campaign', and 'Best use of Photography or Design'. The multiple nominations were received for innovative, results-driven digital PR, media relations, social media and video / photography campaigns on behalf of Ottobock Healthcare and Siemens Hearing Instruments.

Examples of the nominated campaigns led on behalf of Ottobock, a company that specialises in mobility solutions, include the launch of the world's most advanced bionic (<http://mediasafari.com/case-study/media-launch-of-bionic-leg>) leg and media outreach ahead of the London 2012 Paralympic Games. A creative PR campaign using a video case study to challenge the stigma of hearing loss was also nominated for Siemens Hearing Instruments (<http://mediasafari.com/case-study/real-life-consumer-health-case-studies-siemens-hearing-instruments>), a provider of innovative audiology equipment.

Media Safari's campaigns for Ottobock and Siemens Hearing Instruments have delivered increased awareness across national, broadcast, clinical, disability community, hearing and wider consumer audiences. These campaigns demonstrate how a wide variety of PR, digital and marketing communication tactics (<http://mediasafari.com/services>) have helped bolster understanding of advances in assistive solutions and how these can lead to greater patient wellbeing and mobility.

Commenting on the PRide shortlist, Jane Wilson CIPR CEO commented, "The CIPR PRide Awards celebrate the best PR and communications campaigns and teams from the profession across the UK. To be shortlisted for a CIPR PRide Award demonstrates exemplary achievement, impact and value – immediately putting your work in the spotlight. The sheer number of high quality entries received this year, especially when things are still pretty tough out there economically, is testament to a thriving nationwide industry."

Matt King, Managing Director at Media Safari states, "Everyone at Media Safari shares a passion for technology as evident in the quality and success of the campaigns we deliver for clients daily. Having been shortlisted for six nominations in the prestigious CIPR PRide Awards, a national panel of industry experts will now assess the entries and choose the winners. In a time of ongoing economic challenges, it is important the industry celebrates its successes."

The award winners will be announced at a West of England CIPR Award Dinner in Bristol in November 2012.

To view examples of nominated Media Safari campaigns see Ottobock and prosthetics or Siemens Hearing Instruments on <http://mediasafari.com>

About Media Safari

Media Safari is a trusted PR partner and social media propagator to global tech brands. Founded in 2002, it specialises in strategic campaigns for technology companies that operate in the areas of healthcare, business to business and digital lifestyle. For more information visit Media Safari (<http://mediasafari.com>)

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