

# PURPLE PULLS OFF WINNING PITCH TO SECURE GLL

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The Purple Agency has won the GLL (Greenwich Leisure Limited) account after a winning competitive pitch. The UK's largest social enterprise leisure business, GLL operates over 400 leisure centres, libraries, swimming pools, recreation grounds, and world class sports venues, including the Copper Box Arena and the London Aquatic Centre at the Queen Elizabeth Olympic Park - under its Better leisure brand. Purple will now develop the brand strategy, national campaigns, design and artwork across all of GLL's growing portfolio.

Speaking for the Purple Agency, head of agency, Steve Shaw, says, "This was a complex brief. GLL not only operate a wide range of public leisure and sports facilities on behalf of councils up and down the country, but they are a community-focused leisure social enterprise whose charitable objectives lie at the heart of everything they do. We had to demonstrate that we could communicate what this means for the brand, their local authority stakeholders and the wider public, showing how that essential point of difference could be successfully communicated across a wide range of marketing activities - a challenge we are delighted to have the opportunity to take on."

Steve Ward, associate director of GLL adds, "Right from the word go, Purple impressed us with their understanding and empathy with our brand and what lies at its heart. They not only clearly understood the essential ethos of a social enterprise, but demonstrated just how that unique proposition could be effectively applied to promote a wide range of different sports and leisure activities that encourage more people to get involved, improving their health and wellbeing."

With more than 14,000 staff, GLL is the largest leisure and cultural social enterprise business in the UK. As a social enterprise they are focused on access for all, and re-invest surpluses in leisure facilities, staff training and concessionary access - for the benefit of local communities. GLL has over 54 million visitors to its centres every year and funds over 1,600 athletes through its GLL Sport Foundation, which has produced leading athletes including Anthony Joshua, Lutalo Muhammad and Dina Asher-Smith.

Founded ten years ago, Purple is the hybrid marketing agency of Adare International Limited, a £300M global marketing services business. With specialist expertise in B2B, healthcare, retail and leisure, Purple produces content, collateral and campaigns for some of the world's biggest brands. Operating from its UK hub, client on-site teams and local studios based in 18 countries, Purple is designed to support clients in the social and digital marketing-focussed era. From first concept to final execution, Purple's unique blend of technology, creative, digital and data expertise, ensure that consistent, localized brand experiences are delivered efficiently for clients across international markets

For more information contact:

Nigel Lawrence

Tel: 07880 917796

Email: [nigel.lawrence1@btconnect.com](mailto:nigel.lawrence1@btconnect.com)

Notes to Editors

The Purple Agency ([www.purple.agency](http://www.purple.agency)) is part of Adare International Ltd, a global marketing services business. Winner of the Queen's Award for Enterprise in 2016, Adare International serves over 50 of the world's most dynamic and recognisable brands, with a presence in over 40 countries, with 63 offices employing over 600 specialist marketing services staff. For more information please visit [www.adareinternational.net](http://www.adareinternational.net)

#### About GLL/Better

Better is the consumer brand operated by GLL. Established in 1993, GLL is the largest UK-based charitable social enterprise delivering leisure, health and community services. We operate over 270 public sport and leisure centres and 113 libraries in partnership with 50 local councils, public agencies and sporting organisations. Our leisure facilities enjoy more than 54 million visitors a year with over 850,000 members.