Vauxhall Motors Appoint Kaper To Handle Lifestyle Pr Briefs

Wednesday 17 June, 2015

Vauxhall Motors has appointed Kaper to handle their lifestyle PR. The contract will commence on July 1st 2015.

The three-year contract will see Kaper split their time between Brand and Product PR briefs taking the car manufacturer through to consumer press. The team will work across Vauxhall Motors' brand positioning by leveraging current sponsorships as well as specific product launches including VIVA, all-new Astra and OnStar.

Kate Oyler, Manager, Brand Communications, said, "Kaper join Vauxhall during a transformative period for the brand and in the midst of exciting product launches such as the British-built Astra and OnStar which will bring further momentum to the business. The Kaper team will be pivotal in challenging us creatively and objectively to mould Vauxhall's future brand journey and connect further with drivers across the UK."

Chris McCafferty, Founder and Managing Director, said, "From our first contact with Vauxhall, we've been inspired by the team's ambition for PR and their drive to bring out the human ingenuity in the Vauxhall brand. We share Vauxhall's vision of PR as a commercial brand tool, and can't wait to get started."

Kaper won the contract after a four-way pitch against 3 Monkeys, Fever and incumbent agency John Doe.

John Doe will work until the end of their contract June 30th 2015. The John Doe New York office will continue to work across General Motors' GMC and Buick lifestyle PR briefs.

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