

PRWEEK

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PR push... *to increase sales*

Taylor Herring to support Guinness book of records

Guinness World Records has hired Taylor Herring Communications to support the launch of next year's book of records.

The appointment follows a four-way pitch also involving Henry's House, Guru PR and incumbent MacLaurin.

Taylor Herring is tasked with running a media relations campaign and a programme of retail events to generate interest in the publication in the run-up to Christmas.

Agency MD James Herring said the account team would be looking to highlight new entries in this year's edition, as well as organise some fresh record-breaking attempts to coincide with the publication.

Head of sales and marketing at the publication Sam Fay said the agency had been chosen because its proposed PR programme was linked directly to generating sales.

'The ideas were very strategic, with specific events at key points like half-term - this made them stand out,' she said.

'They also understood the challenge, which is to get the book mentioned in stories about new record holders,' she added.

Fay said she was hoping to sell 600,000 copies of the book this year, among which would be the 100 millionth copy ever sold. The agency will organise communications to mark the event.