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Taylor Herring to promote National TV Awards

Julia Day
Friday July 5, 2002

Taylor Herring Communications has won the public relations account to promote TV's annual evening of glitz and glamour, the National Television Awards.



Richard Madeley and Judy Finnigan

The event, the only awards exclusively voted for by the public, will forever be remembered for the time, in 2000, when Judy Finnigan unwittingly exposed her ample bosom to 10 million TV viewers while collecting an award.

"Vote for us next year," quipped her husband, Richard Madeley, at the time, "and she'll show you both of them."

Now in its eighth year, the National Television Awards will be broadcast live on ITV in October.

The event will take place in the Royal Albert Hall and be hosted by Sir Trevor McDonald.

TV production company Indigo Television appointed THC to the account following a three-way pitch.

The PR company will promote this year's event and has the option to continue for two more years.

The account was previously held by AMV Advance, which promoted the event for two years, and MacLaurin, which worked on the awards for four years.

James Herring, the founder of THC, said his agency would concentrate on publicising the long and short lists of award nominees, in addition to the event itself, at a regional and national level.

THC has also been hired by comedian Peter Kay to handle all aspects of his personal PR, including a TV advertising campaign for John Smith's, his latest series of Phoenix

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Nights on Channel 4 and a 70-date national tour.

The agency also been appointed to promote In Britain, a major ITV documentary series, and to launch Escape Studios, a special effects school endorsed by Oscar-winning film director Ridley Scott.

The agency's client list includes Channel 4, Flextech, ITV, Virgin Radio, Men's Health, Talkback Productions and HIT Entertainment.

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