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LBPR WINS NATIONAL AWARD FOR DIGITAL AND SOCIAL CRUISE CAMPAIGN

At the 2017 Public Relations Institute of Australia National Golden Target Awards

On Thursday night, 9 November, LBPR received the top honour in the Digital and Social Campaign category, winning the coveted award for its *Radiance of the Seas Digital Campaign* at the Public Relations Institute of Australia's 41st National Golden Target Awards.

LBPR, an Australian-based PR and marketing consultancy, created the campaign for client Destination Wollongong, to promote and leverage the arrival of Wollongong's first passenger cruise ship, Royal Caribbean's *Radiance of the Seas*, in October 2016.

The campaign harnessed the power of social media, digital influencers and a passionate local community to project the excitement of the historic inaugural occasion to a national and international audience.

Lisa Burling, LBPR's Founder and Managing Director, said: "To receive industry recognition in a category representing the future of our industry is an achievement we are immensely proud of. Thank you to Destination Wollongong for giving us the opportunity to flex our digital and social media muscles to deliver an award-winning campaign."

LBPR's campaign trumped digital and social campaigns for nationally recognised names including the X-Man: Apocalypse Home Release, to take the win.

Adam Armstrong, Managing Director of Royal Caribbean Australia and New Zealand, said they were impressed by the way the Wollongong community supported the maiden voyage of *Radiance of the Seas* to Wollongong.

"The social media strategy aligned with the visit saw Wollongong receive significant national and international exposure and ensured that Wollongong is firmly on the agenda for the cruise and international travel industry," Mr. Armstrong said.

For more information on LBPR visit www.lbpr.com.au.

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