



# Client: UKSA Project: Profile building campaign

2009  
**PRWeek**  
ONES TO WATCH

## OBJECTIVE

To raise the profile of UKSA as a charity as well as reinforcing its position as a leading maritime training organisation

## STRATEGY

- Targeted national, consumer and marine media with relevant news stories promoting charitable offering and training ability
- Utilised case studies to drive coverage and bring the company to life
- Supported company re-branding exercise

## RESULTS

- Four features in the Financial Times profiling training opportunities
- Interview with CEO in leading charity magazine, Third Sector
- Targeted coverage across trade and regional media



## Academy with door open to all

**BEHIND THE NEWS**  
DAVID NEWBLE  
IT'S one of the Island's best kept secrets, but every year, hundreds of young, would-be sailors descend on Cowes to undertake training at the Island's premier sailing academy.

But the charity would be the first to admit it has its image problems. One that it risks exacerbating for the rich and the poor.

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