



NEWS RELEASE

August 2009

Bupa appoints Synergy to manage Great Run Series sponsorship

Bupa, the leading healthcare company, has appointed specialist marketing consultancy Synergy to deliver the experiential and PR activation around the Bupa partnership with the Great Run Series. The initial activity will enhance this year's programme and the brief will also include developing a long term strategy for the sponsorship.

Bupa is the title partner for the Great Run Series, which has over 160,000 participants each year and features the Bupa Great North Run, the world's largest mass participation run. In addition to the running activity, Synergy will also assist developing the use of sponsorship throughout the company and create ways to demonstrate the breadth of the Bupa business.

Fiona Vigar, Acting Head of Brand at Bupa said:

"We're really pleased to be working with Synergy who are helping us to showcase Bupa's medical expertise within running. Their ideas will help show the breadth of the Bupa business in the media coverage surrounding the Great Run Series. We are hoping to introduce some new touch points this year and build on those in 2010."

Synergy CEO, Tim Crow said:

"We're very proud that Bupa has chosen us as a partner, and relish the opportunity to help them leverage the Bupa Great Run Series across multiple marketing channels, particularly by bringing to life the company's extensive sports medicine expertise."

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For further information

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About Synergy

Synergy (www.synergy-sponsorship.com) is a multidisciplinary specialist sponsorship consultancy founded in 1984, which guides brands from strategy to delivery and counts Aviva, Ballantine's, British Airways, Chivas Regal, Coca-Cola, Guinness, Powerade and RBS among its clients. Synergy is part of Engine (www.theenginegroup.com), one of the UK's fastest growing integrated communications groups and the largest privately owned marketing services group in the UK. Formed in 2005, Engine has been built through a strategy of organic growth and acquisition. Engine's fourteen partner companies are: Synergy, WCRS, Dave, Woo, Slice, Huge Entertainment, Altogether, Digital Public, Mandate, Partners Andrews Aldridge, Fuel, Hogarth, Totem and Edwards Groom Saunders.