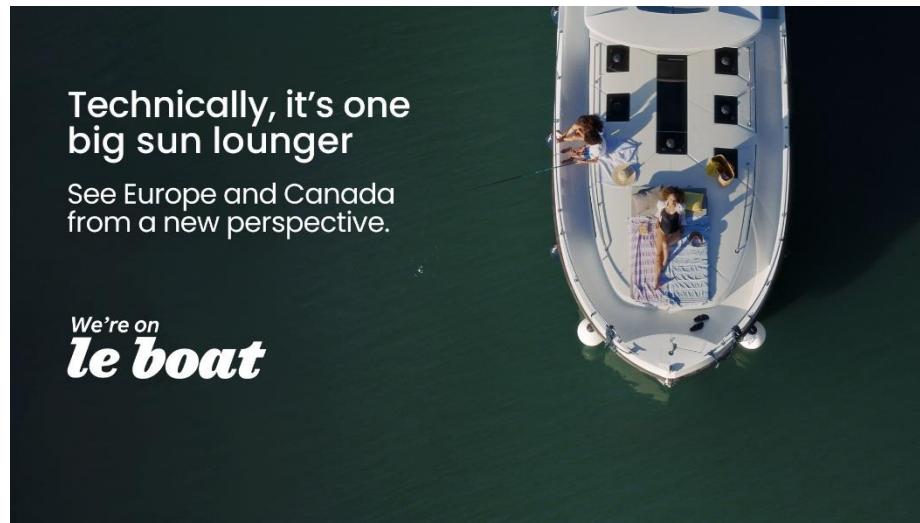


## PRESS RELEASE

XX November 2025

### Charting New Waters: Le Boat Onboards Rooster as first 'Global PR Agency'

Rooster takes the helm on international comms brief



Leading independent PR & communications agency, Rooster, has been appointed 'Global PR Agency' for self-drive boating holidays provider, Le Boat, following a competitive pitch process during the summer.

With over 55 years' experience, the biggest fleet, and the widest choice of destinations, Le Boat is the largest operator of inland waterway holidays across the UK, Europe and Canada.

Investing significantly in product going into 2026 and beyond, a partnership with Delphia (Group Beneteau) will see the Le Boat fleet grow by 100 boats over the next three years, with a focus on the brand's premium offering, Liberty & Horizon.

Rooster's brief for Le Boat is twofold – to devise, execute and manage a consumer PR programme for the UK & Ireland, and to support Le Boat's global marketing strategy by delivering and overseeing a global B2C comms framework, with a focus on priority markets, Germany, France, Switzerland, and the US.

Targeting both experienced boaters and non-boaters, Rooster is tasked with positioning Le Boat as the authentic, adventurous holiday experience, providing the freedom to explore and (re)connect with loved ones and nature in a unique way.

The Rooster campaign will go far beyond traditional travel press trip-centred PR. The agency's brand-led consumer travel comms strategy for Le Boat has been designed to strengthen brand reputation, build credibility, and foster trust, whilst creating stand-out for the brand and emotionally and visually capturing the magic of boating holidays to attract both new and repeat customers.

These comms objectives will be achieved through a consistent stream of informative, compelling, and engaging content and storytelling. The PR programme will also include thought leadership, brand partnerships, product communications, and creative activations.

Alongside the global PR agency appointment, Le Boat is also upweighting digital marketing and media planning spend, with Fusion and VCCP taking on global remits respectively.

“We are thrilled to announce Rooster as our Global PR Agency partner,” says **Mike Greenup, Marketing Director at Le Boat**. “The Rooster proposal was meticulous, exhaustive, and fully aligned with our brand and acquisition goals. The team is passionate and experienced in the boating, sailing and cruising spaces, whilst the agency’s consumer-lifestyle expertise will be crucial in helping us reach audiences that are new to boating. Proven global capabilities and a robust measurement system to track ROI reassured us that Rooster was the best fit and will support us successfully as we enter an ambitious year for Le Boat.”

**James Brooke, Rooster Managing Director**, says: “Being appointed as Le Boat’s first global PR partner is an incredible opportunity to showcase its unique holiday experiences to audiences worldwide. Our aim is to create authentic, emotive, engaging campaigns that bring to life the joy of being on the water. On a personal note, this is a dream win for me. I’ve always been passionate about the water, and to channel that into our work with Le Boat is fantastic.”

Rooster picks up the Le Boat account from **Lynsey Devon, CEO and founder of Heaven Publicity**, who has steered Le Boat’s UK & Ireland PR for the past ten years.

Lynsey says: “After eleven incredible years at the PR helm, it’s time for Heaven Publicity to hang up the captain’s PR hat and hand back the keys to the boatyard. It has been a pleasure to champion such a unique brand. We wish Rooster every success as Le Boat’s first global PR agency and look forward to seeing the results flourishing in this exciting new chapter.”

The Le Boat account will be led by Julie Aguilera, Head of Consumer at Rooster.

For more information about Le Boat, please visit [leboat.com](http://leboat.com)

**ENDS**

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**About Rooster:**

Rooster is a leading independent PR & comms agency with a focus on innovative storytelling, performance and accountability. A gifted team of 25+ specialists deliver high-impact, high-value integrated comms for ambitious brands. Services include PR, Representation, Social, Influencer, Experiential, Creative and Reputation.

For more information, visit [www.rooster.co.uk](http://www.rooster.co.uk).