

# Viral Marketing Works at Last - Email Campaign Shows Great Success for New Clothing Brand

**London, 17<sup>th</sup> November 2005.** An innovative viral marketing campaign from international digital direct-marketing experts eCircle, uses dark humour with a new innovative online marketing instrument, videomail, which combines email and videostreaming to launch new clothing label that targets tall men.

The videomail, which combines email and videostreaming, was sent to a specifically targeted group of 10,000 males selected from the eCircle permission marketing database. In turn, the clip, which can be downloaded from [www.ALTOclothing.com](http://www.ALTOclothing.com), was extensively forwarded on, resulting in the clip being viewed 250,000 times (correct at time of release).

Through using email as a marketing channel, the campaign reach extended to a 25 fold increase from the original mail out, to their target market of tall men aged 18 to 30. The email campaign carried out by eCircle was an essential part of the overall launch campaign that was developed by Neoco, a London based creative agency.

The gruesome clip produced by Neoco demonstrates the frustrations of tall men finding clothing that fits. It shows a tall man having his hands chopped off, when waving, after leaving a helicopter, accompanied with the fitting slogan: "Tall people have enough difficulties, now clothing isn't one of them".

ALTO Clothing was founded by Kingston Wildcats basketball team owner Justin Edison, as he and his friends struggled to find clothes that fitted them. He commented on the viral campaign, "The response to the viral has been incredible. We didn't really know what to expect but have been delighted with the outcome. It has allowed us to reach our audience extremely quickly but also receive almost instant feedback from them. It would not be an exaggeration to say that we have received responses from every corner of the planet. This is great for us as we are aiming to become a pan-European online retailer. To achieve this kind of reach through traditional advertising would have been impossible due to the cost."

Managing director of eCircle UK, Alexander Meyer, explains: "The email campaign for ALTO proved that viral marketing is extremely suitable for launching new products to this specific target market. Nowadays we see more and more viral campaigns, which combine brand awareness and entertainment. The success of the ALTO campaign proves that branded entertainment is the next big thing in online advertising."

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500





Benn Achilleas, creative partner at Neoco, is also pleased by the success of ALTO's launch campaign: "It was essential that the right people were targeted in the first instance, then it's up to the entertainment value of the clip to extend the reach of the campaign."

**Ends**

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500





## Notes to the Editors

---

### About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

### Press Contact

eCircle Ltd.  
Lucy Hudson  
Marketing Manager  
Tel +44 (0)20 7618 4200  
pr-uk@ecircle.com

Limelight PR  
James Holmes  
Account Manager  
Tel +44 (0)20 7821 9210  
james@limelightpr.co.uk

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

**NatWest Bank London**  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L  
VAT Reg No: 757 1931 09  
Company Reg No: 03976500

