



Press Release

eCircle Reaches New Heights with Alto Clothing

London, 7th December 2006. An 'edgy' viral videomail campaign to launch Alto Clothing, a new niche brand for tall men, was viewed more than half a million times, and is one of the year's best email campaigns according to the Direct Marketing Association (DMA).

The campaign won recognition at this year's DMA Awards with a bronze in the "Best Email" category after it was distributed to 10,000 targets by eCircle, the provider of software and services for digital direct marketing and the only email marketing provider to be shortlisted for an award, for agency Neoco.

The trailer highlights the problems tall men face, by showing a tall man having an accident when leaving a helicopter. The underlying message being that tall men face enough problems but buying stylish clothing is no longer one of them.

Used as part of the launch strategy for Alto, eCircle's broadcasting platform eCmessenger was used to distribute the video to a selection of men from their permission database.

Volker Wiewer, CEO at eCircle, said: "We are absolutely delighted to have won recognition for the campaign. It was an amazing success that reached more than half a million people, showing the real value of targeting and the power of viral emails and demonstrating that marketing tools such as videomail and email have a really strong, credible place in the marketing mix."

The other winners in the category were the AA and Playstation.

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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.

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