

eCircle to undertake all email marketing for 2018 bid

London, 16th February 2010. Europe's biggest email marketing company eCircle has been appointed to carry out all email marketing activities surrounding England's bid to host the 2018 FIFA World cup.

Incorporating the campaign slogan "*England United, The World Invited*", the emails will be targeted at both UK and worldwide football lovers, keeping the registrants from 145 countries up to date with news and information about the bid. The campaign will be executed between now and December 2010, and will incorporate rich media and a tailored international approach.

All emails sent will be supported by and incorporate eCircle's newly launched eC-messenger 5.23 technology. Key new features for eC-messenger 5.23 have been designed to respond to changing demands and the rise of new channels such as social media and mobile.

Jo Vertigan, Head of Digital, England 2018 commented:

"This is a really exciting time for the bid team and we are completely focused on ensuring the digital communications surrounding the bid are compelling and fully integrated. The team at eCircle are providing invaluable support which will really help us develop our email communication strategy during the course of the bid."

Simon Bowker, Managing Director of eCircle added:

"As an avid football fan myself, I'm thrilled that eCircle has the chance to work on this campaign. Email is a versatile tool that has an extremely wide range of functions from everyday conversation through newsletters to well-targeted specific campaigns that truly engage the target audience, as is the case in this instance."

Ends

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Notes to the Editors

About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention. Leading organisations including Argos., HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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