

## **eCircle tasked by Virgin Limited Edition to deliver online communications campaign**

**London, 1<sup>st</sup> June 2010.** eCircle, Europe's biggest digital direct marketing company, has been appointed by Virgin Limited Edition, the luxury portfolio of Virgin Hotels Group Ltd to develop a new 'look and feel' for its online communications, following a competitive pitch.

The activity, which will target high end spenders, will include developing new creative design for newsletters and emails and implementing a new system set up and reporting analysis.

**Robert Speirs, Marketing Manager at Virgin Limited Edition said of the appointment:** "We wanted to work with an agency that understands better than anyone else how to use email effectively and appropriately, in order to engage our customers with the brand. eCircle clearly demonstrated this ability, and we are eagerly anticipating the results they achieve."

The first campaign is due to launch in the summer, and will be designed in line with the existing Virgin Limited Edition website, to maintain brand consistency.

**Simon Bowker, UK managing director at eCircle added:** "Working closely with Virgin Limited Edition, we have created a new system and design that we believe will drive traffic to the site and increase awareness, interest and ultimately, sales. Moving forwards we're looking forward to working with such a prolific and exciting brand, taking their email marketing strategy to the next level."

**Ends**

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## Notes to the Editors

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### 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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