



smart agencies get cost advantage by outsourcing creative production

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United Virtualities launch offshore creative production services for European agencies

PR9.NET March 03, 2005 - Responding to the need for businesses to do more with less in an increasingly competitive global economy, US-based company, United Virtualities, launches South-Sourcing. Digital creative agencies can now outsource creative production at very competitive prices, whilst benefiting from United Virtualities' experience and quality assurance guarantee. United Virtualities has more than 6 years experience working side-by-side with agencies.

Mookie Tenenbaum, founder of United Virtualities, comments: "In today's market, it's critical to partner with a firm that provides rapid delivery and competitive pricing. But there are few outsourcing companies that understand the online creative, and even fewer that can guarantee a quality process.

"Our processes are thorough and well-established from years of honing our own rich media technologies and directly working with agencies. Quality assurance is integral to our service, so much so, that we certify every creative execution and guarantee all production. This means that agencies are able to concentrate on their core business and creative ideas while they leave production to us."

UV's South-Sourcing's customer support service is available 24 hours a day, 7 days a week. Each European agency working with United Virtualities will be provided with a telephone number, charged at local rates, which will connect the caller directly to the United Virtualities' Webfarm in Buenos Aires. United Virtualities' staff is fluent in English and main European languages.

United Virtualities is renowned for its interactive and rich media technologies, such as Ooqa-Ooqa and Shoshkele. Its creative executions have been short-listed for several awards, including Cannes Lions International Advertising Festival (with McCann Erickson) and New York Festivals (with Avenue A). United Virtualities' South-Sourcing brings this creative execution and technical expertise to agencies, offering a competitive rate card and adhering to strict confidentiality standards.

As an outsourcing partner, United Virtualities' South-Sourcing gives agencies the flexibility to quickly scale up or down, depending on production cycles and workload. And resources can be deployed virtually at anytime with the advantage of overnight production, when required.

Already many smart agencies are outsourcing 'nuts and bolts' creative production to offshore companies, largely based in India. But United Virtualities' global expertise and strong reputation in North America make it an ideal offshore partner: offering similar economic advantages, but much more expertise, quality production and a proven track-record in online formats and technology.

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About United Virtualities

United Virtualities is the leading provider of innovative, advanced online advertising and communication technology for marketers, their agencies and web publishers. It offers a variety of rich media platforms that are user-friendly and require no downloads to launch and play. Organisations around the world use United Virtualities' rich-media technologies, enabling them to leverage dynamic, vibrant web creative in the most distinctive ways imaginable.

United Virtualities is best known as the originator of beyond-the-banner advertising with ShoshkeleTM, one of the most successful and scalable rich-media platforms in the industry. UV continues to re-invest heavily in R&D to create and rapidly deploy new online marketing solutions that anticipate and exceed clients' requirements. The company devotes 20% of its entire workforce to Quality Assurance in the process of providing the best customer service in the online advertising industry.

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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