



Skive Creative creates a tongue-in-cheek online vegetable world for violent veg

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Site created as interactive street with real-time day and night function: drawing consumers deep into Violent Veg world

PR9.NET May 26, 2005 - This week, Skive Creative launches an entertaining new website for Violent Veg, a new range of darkly humorous greeting cards and posters. Violent Veg is a series of 3D diorama "cartoons" featuring real vegetables and fruit in both bizarre and every-day situations. Initially, the site was designed to establish a brand image for the cards, which will be sold by Clinton Cards retailer. As the brand grows, e-commerce functionalities and new content will be added.

Skive designed www.violentveg.com with a panoramic, photo-realistic style that takes the form of a scrolling, interactive street. Skive uses amusing, interactive content to engage consumers with this alternative, un-PC and truly surreal world of Violent Veg. The real time night and day function means those who visit the site after 8pm see the street in darkness. Consumers can access the site's content by clicking on the various houses and shops along the street. For example, the street's Gallery shows images of various Violent Veg cards and posters that hang in picture frames along the gallery walls.

Guy Barnard, Director of Brandmaster, the I.P. owner, comments, "Our new site is a crucial platform for establishing a strong brand image. We wanted the site to offer consumers a peek into the world of Violent Veg; allowing them to become familiar with the strange and surreal lives of these fruit and vegetables. Skive has created a fantastic site, which embodies the fresh and humorous spirit of Violent Veg, and allows consumers to closely interact with the brand."

Content on the site includes a gallery of existing dioramas, a press, credits and testimonial area, 'case files' on the inhabitants of Violent Veg, downloadable .pdfs regarding licensing, and a game, screensaver and desktop wallpaper.

Sean Singleton, Managing Director, at Skive Creative, comments, "We created the site around the concept of an interactive vegetable community that showcases the various characters in their 'natural' habitat. We wanted the site to be more than just bundles of information. We added interactive content and the real time function to reach out to consumers and draw them deeper into the Violent Veg world."

The site has also been developed to be 'expandable', so that as the brand grows, new content can be integrated and new buildings can be added with ease. Additional content will be added to the site in the summer. This includes an e-commerce site, e-greetings and mobile greetings.

The new site is being promoted through an email marketing campaign that will be sent to Brandmaster's and Skive's databases.

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About Skive Creative

Skive Creative is one of the fastest growing digital agencies, with a strong reputation for developing engaging and effective interactive content. The company works with clients to assist them in connecting to consumers through engaging and innovative online content.

Recent Skive campaigns include Sky, Sony PlayStation, totesport, NIVEA

Other Skive Creative clients include: Centrum, Hawaiian Tropic, Sport Telegraph, Wrigley's, The Independent, 32Red.com, Royal Bank of Scotland, Teletext, Hallmark and adidas.

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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