



Pigsback.com to launch major UK consumer recruitment drive

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Field marketing to target morning commuters and office hotspots

PR9.NET September 19, 2005 - Pigsback.com is to launch a substantial field-marketing offensive on the 19th September to recruit members to its rewards-based website, www.pigsback.com. Pigsback's significant investment in this unusual marketing strategy aims to further increase the return on investment for Pigsback's brand partners and advertisers.

Jo Malvern, Pigsback.com's UK Marketing Director, explains why Pigsback's unique offline strategy is so effective at online customer acquisition: "Field marketing teams are able to connect with the consumer: explaining the Pigsback proposition and most importantly, actively representing Pigsback's values of quality, trust and fun. It provides a personal touchpoint that is just not possible with traditional recruitment techniques."

Pigsback, which boasts high-profile partners such as Blockbuster, eBay and Lastminute.com, ran trial recruitment campaigns in London, earlier this year. Results established that morning commuters are most likely to sign-up online.

Malvern continues: "It's about reaching the right type of consumer at the optimum point of conversion. The trials informed our planning, focusing our efforts on the time of day and locations that would reach our target demographic and deliver the best results. Brand awareness coupled with a physical calling card, branded stress pigs, really grab attention. Intrigued by our brand, commuters want to find out more, and as they log-on to computers for their day at work, they are inspired to visit our site and sign-up."

Field marketing specialists, Tribe, will manage the nationwide programme targeting Pigsback's core demographic of B/C1 females, aged 25-35. Teams dressed in 'Curly' pig suits and branded costumes will distribute one million branded stress pigs by the end of the year.

Tribe Operations Director, Michelle Lombardi, says: "Tribe's brand warriors are highly experienced at engaging consumers' interest. Our aim is to increase the awareness of Pigsback in the UK and present the company as a unique proposition to busy but price- and brand-conscious consumers."

The campaign launches at tube and railway stations across London and the South East and at large office complexes and city worker conurbations in other cities throughout the UK, such as Manchester, Leeds and Sheffield.

The recruitment drive is the core part of a wider recruitment strategy that includes press and online activity.

About Pigsback

Pigsback.com is a reward-based consumer site, which has become the sixth biggest in Ireland, and has won both digital and marketing awards. The company creates successful consumers and brands partnerships: where consumers are rewarded and brands are able to reach carefully targeted audiences.

The core values of the company are based on Empathy Marketing® principles, which are: permission-based; relevance; edge; mix of hard and soft messaging; frequency of communications; messages, not adverts; and development, not technology.

This concept redefines the relationship between the brand and the consumer through trust, reward, feedback and fun - mainly in the lifestyle and entertainment arenas.

The Pigsback website specialises in providing a unique marketing service in which brand messages are welcome to the target consumers, which is primarily females, aged 25-35 and in the B/C1 demographic. Its skilled team balances marketing and communications with a strong understanding of technologies and business processes. Furthermore, the company is committed to providing a quality service that is mutually beneficial to brands and consumers alike.

Current brand partners include Lastminute.com, Ebay, Blockbuster, UGC Cinemas, CD Wow!, Fingleaves, Virgin Wines and toptable.co.uk

www.pigsback.com

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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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