



DVD, Theatrical and Entertainment Releases To Measured With Web Analytics Agency WebtraffIQ

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PR9.NET September 22, 2005 - Web analytics agency WebtraffIQ <http://www.webtraffiq.com> and digital creative agency Redberry Digital <http://www.redberrydigital.com> have partnered for entertainment sectors.

The relationship developed after WebtraffIQ monitored the performance of the website and viral game developed by Redberry for the movie The Interpreter <http://www.interpreterthemovie.com/>, which was released earlier this year.

WebtraffIQ has been measuring above, below and through-the-line advertising and marketing since 2003, in addition to digital platforms. WebtraffIQ possesses integrated campaign experience with financial (esure <http://www.esure.com>) and education (City & Guilds' Time to Learn <http://www.timetolearn.org.uk>) sectors across print, radio and television, with understanding of cross-medium tracking continuing to grow.

This knowledge has increased even more so, especially over the last six-months with the agency working on more theatrical (film) campaigns, with the most recent The Interpreter <http://www.interpreterthemovie.com> by Redberry Digital and Ong-Bak <http://www.ong-bak.co.uk> via design and development agency EgoVision <http://www.egovision.com>.

Simon Redgate, Director at Redberry Digital explains, "With the success of the reporting and analysis WebtraffIQ provided for The Interpreter movie site, we are convinced that the products and services they deliver are what we need to measure campaigns of this nature. The current release Pride and Prejudice <http://www.yahoo.co.uk/prideandprejudice> and Working Title Films <http://www.workingtitlefilms.com> website are also measured with WebtraffIQ.

The relationship works for us because we are able to present our clients a straightforward package of statistics that are easy to understand and summarise. We are very pleased with the expertise provided by WebtraffIQ and expect to continue introducing them to our clients on future projects".

"Web analytics is increasingly being used to monitor and measure across various channels whether it is direct or digital promotions, which is ideal for entertainment and film clients, due to the flexible mediums that their campaigns lend themselves to. Our experience with other sectors has been useful in applying what is required for theatrical and DVD releases for clients that wish to drill down and even compare what are the most effective means for them to market their products," concludes Marcos Richardson, European Director at WebtraffIQ.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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