



# Tribal DDB launches new online campaign for launch of Guardian's crossword over mobile service

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URL: <http://www.pr9.net/business/marketing/3002november.html>

*Campaign is part of ongoing focus of driving revenue through mobile channels*

PR9.NET November 22, 2005 - This week, Tribal DDB launches a new online ad campaign to promote Guardian's free trial of its new mobile crossword service.

With an objective of generating subscriptions to the new service, the campaign comprises banners and skyscrapers and launches on [www.guardian.co.uk](http://www.guardian.co.uk).

Graham MacFadyen, Subscriptions Manager at Guardian Unlimited, comments: "This campaign is part of a wider strategy of offering Guardian content through a variety of digital touch-points, while continuing our focus on driving revenue through mobile channels."

Tribal's creative shows a blank crossword puzzle and invites consumers who wish to take up the one-day trial to enter their mobile number into the blank spaces.

Matthew Law, Account Director at Tribal DDB, explains: "The Guardian crossword campaign is all about making the process for consumers to access Guardian's range of content as direct and as easy as possible."

Guardian's mobile crossword service costs £3 a month. For this, consumers receive a daily cryptic and quick crossword, direct to their mobile. The campaign will run for 3 months

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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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