

Virgin Holidays Books in Underwired*

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Virgin Holidays has contracted Underwired* to redesign its website

Underwired* will redesign and enhance the Virgin Holidays website.

Virgin Holidays is looking to increase its online sales and improve the promotion of Megadeals, its discounted holiday service. By having a fresher look and feel, it is intended that the customer call to action will be stronger. Megadeals will have better linkage around the site.

Underwired* was successful in securing the Virgin Holidays' business in a four way pitch. The pitch was led by Underwired* Creative Director, Jason Holland, and Head of Planning, Lazar Dzamic.

Felix Velarde, CEO of Underwired*, said : "Working with Virgin Holidays on such an important project, is exactly where Underwired* wants to be. Being awarded this site redesign project which is so key to Virgin Holidays' business, is confirmation of our commitment to high planning and design standards."

Mark Attwell, Head of E-commerce at Virgin Holidays, said : "We looked at a number of digital agencies and we felt that Underwired* provided the best answers to the questions posed and were in the best position to help us. The company is incredibly experienced across the board, and we are keen on getting some fresh insight on the site."

The site will go live later in December 2004.

www.underwired.com

www.virginholidays.co.uk

Images and screen shots are available on request.

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About Underwired :

Underwired* is a full service digital agency established in 1996. It is run by Felix Velarde and Jason Holland, formerly founders of Head New Media. Underwired*'s clients include Penguin Books, Friends Reunited, AAR, National Missing Persons Helpline, Open Democracy and VSO.

About Virgin Holidays :

Born in 1985, Virgin Holidays has become one of the largest and most successful transatlantic tour operators, holding the position of market leader to Florida, USA and the Caribbean. Since Virgin Holidays was founded it has gone from strength to strength. It now offers holidays to mainland USA, Canada, Florida, Caribbean, Australia, Far East, South Africa, Mauritius, plus a well-established ski programme in North America. Recently it also launched a new concept in the travel industry with a 'taste of adventure' brochure, combining beach and city holidays with a mini-adventure.