

# City & Guilds awards Freestyle Interactive with retained digital agency status

Submitted by: Freestyle Interactive

Thursday, 3 July 2008

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Warwick: July 2008:- City & Guilds - the UK's leading vocational awarding body which offers more than 500 qualifications across 28 industry sectors – has selected Freestyle Interactive as its retained digital agency. Warwick-based Freestyle Interactive is one of the largest independent digital marketing agencies in the UK, and the biggest in the Midlands.

Freestyle was selected by City & Guilds following a competitive pitch and the initial contract will run for three years. Freestyle Interactive are working closely with the City & Guilds digital marketing team to develop an online strategy that integrates with the overall marketing plan for the UK's top vocational awards body.

Rachana Roberts, Digital Marketing Manager, City & Guilds commented: "We've got a long and distinguished history as one of the UK's best-known providers of vocational and skills training. We recognise that the way we harness digital communications to continue to offer the very best in learning environments is extremely important, going forward.

"Finding the right digital partner agency was therefore crucial and our selection procedure was very thorough. We particularly liked Freestyle's strategic consultancy approach – they demonstrated innovative thinking and presented some great creative ideas. "

Freestyle Account Director, Simon Cox said: "To pitch for work with one of biggest brand names in education was a great opportunity and we all really enjoyed working on this one. We knew it was a highly competitive tender, however as a team we all became fully engaged with the City & Guilds proposition hence the ability to present strong ideas at pitch. "

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Editors' notes:

More about City & Guilds

- City & Guilds are the expert and leading authority in vocational education and training - both in the UK and beyond;
- Established over 130 years, City & Guilds is the UK's leading awarding body for work-related qualifications;
- Twenty million people in the UK have City & Guilds qualifications, and the organisation awards a further 1.5 million qualifications to learners every year.

More about Freestyle Interactive

Formerly known as Freestyle New Media Group. Freestyle Interactive, is one of the largest independent digital agencies in the UK and the Midlands, ranked 16th in the New Media Age Top 100 Interactive agencies. Freestyle was established over 12 years ago. Services include the design & build of large content websites as the creation of online marketing communication strategy and campaigns. Clients include: ICI, Volvo, Land Rover, Alstom, Virgin Active, Top Marques, Floris and Advantage West Midlands

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