

Boxwish – For Everything You Ever Wished For

Submitted by: Punch Communications

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Boxwish, the source of movie inspired shopping suggestions has teamed up with Digital PR Agency (<http://www.punchcomms.com/Digital-Public-Relations.html>) Punch Communications - to promote consumer awareness of the website and reach the fast-growing realm of shoppers online in the all important run up to Christmas 2008.

Online shopping is a growing phenomenon and recent figures show that more and more shoppers are turning to the internet to make their purchases. Boxwish provide the shopper with easy access to finding the most covetable items presented in films.

Sourcing items seen on screen can be difficult and frustrating but online 'spotting' site Boxwish search high and low to find the objects of desire (<http://www.boxwish.com>) as requested by members of the site. Statistics show that women account for 60% of online spending and are seeking out the iconic looks found on their silver screen idols.

The team at Boxwish search for the items deemed 'most wanted' by movie fans - such as Carrie Bradshaw's Blue Manolo Blahnik heels in the Sex and The City film, Holly Golightly's dress and gloves in Breakfast at Tiffany's, and even Diane Keaton's signature androgynous look as seen in Annie Hall.

The search for the perfect 'SATC' worthy outfit stops at Boxwish and even men can get in on the act and look suave – Boxwish's extensive spotted pages cover the most sought after gadgets and wardrobe essentials (<http://www.boxwish.com>) found in the latest films, including the soon to be released, much anticipated Quantum of Solace.

Punch have planned an aggressive PR (<http://www.punchcomms.com>) strategy to introduce the Boxwish online experience to the media - as a digital PR Agency (<http://www.punchcomms.com>), Punch Communications have the reach and the know how required to successfully increase a brands profile both online and in the press - effectively introducing the key demographic audience to the benefits of Boxwish.

The campaign will kick off with an on-site survey to be released to prominent fashion and lifestyle blogs and websites and will be followed up with a significant push on consumer media. For more information about Boxwish visit www.boxwish.com.

Press Enquiries:

Pete Gould / Katharine Parker/ Claire MacDonald/ Ben Leuty

Punch Communications

Tel: +44 (0) 1858 411600

Mob: +44 (0) 7830 236824

Email: pete@punchcomms.com, katharine@punchcomms.com, claire@punchcomms.com, ben@punchcomms.com