

Data Integration Puts its PR Campaigns in the Hands of The Insight Group

Submitted by: Insight Marketing Concepts

Wednesday, 21 January 2009

Bracknell, Berkshire, January 21st 2009. Independent IT solutions specialist Data Integration has chosen Bracknell-based full service marketing and high-tech PR agency, The Insight Group, to spearhead its PR campaigns. Insight has been carrying out a broad variety of marketing activities for Data Integration for the past 3 years, including e-marketing campaigns, newsletter production, and event management.

Marketing Director for Data Integration, Hannah Crease, comments, "Insight has become an essential extension of our marketing department. I know that I can leave them to get on with the task in hand and that it will be delivered on time, in budget, and as well as if I had done it myself. So, when we decided to engage in PR, Insight was our first choice. We look forward to continuing our successful partnership with them. The relationship works because, like us, the Insight team are easy to do business with."

The Insight Group's full service offering includes outsourced marketing, graphic design, web design and development, e-mail marketing, newsletter and magazine production, and international high-tech public relations.

"While all we are seeing so much negative, credit crunch related press it's great to be able to report such positive news so early on in 2009", said Mark Robson, partner at Insight. "Data Integration is a great company to work with, they have a clear marketing strategy, objectives and a creative marketing leader in Hannah Crease. We're looking forward to making further new contract announcements during the quarter."

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Photography/Images:

Hannah Crease, Marketing Director, Data Integration :

http://www.insightgroup.co.uk/pr_photos/Hannah_Crease_Mkt_Dir_DI_DSC3544.JPG

Data Integration logo:

http://www.insightgroup.co.uk/pr_photos/DI_logo.jpg

Mark Robson, Partner, Insight:

http://www.insightgroup.co.uk/pr_photos/Mark_Robson_Partner_Insight_37F6432e.JPG

Insight logo:

http://www.insightgroup.co.uk/pr_photos/Insight_logo.jpg

About Data Integration

Founded in 1997, Data Integration is a specialist provider of high performance, secure network solutions,

consultancy, and managed services. The company works closely with best-of-breed, leading technologies to provide its clients with an IT infrastructure that will drive their businesses to bring competitive advantage whilst reducing operating expenses.

Data Integration works with clients in enterprise, health, education, finance, and local government as well as systems integrators and outsourcers. Much of its business comes from existing clients with whom a strong working relationship has been built, and who enjoy working with Data Integration because of their immersion into their client's culture and methodologies, solution planning and deliverability.

About Insight Group

The Insight Group, based in Bracknell, Berkshire, was founded in 1988 as a provider of high-tech press and public relations services. Since then it has expanded its reach to provide business-to-business PR across different sectors, as well as providing internet and email marketing services. Insight is a founding partner of EPRF, the European PR Federation, providing marketing communications across Europe. The company's current clients include Data Integration, ExactTarget, Flashpoint, ImagePro, Integralis, Keymail Marketing, OMM Group and Secure Signature Systems.

More information on Insight is available at www.insightgroup.co.uk, or by contacting Mark Robson on 01344 871900.