

# TNT appoints new strategic digital agency Freestyle Interactive

Submitted by: Freestyle Interactive

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TNT, one of the world's leading postal and distribution providers has appointed a new strategic digital agency partner, Freestyle Interactive. Freestyle is one of the UK's largest independent digital agencies and the biggest in the Midlands.

The initial contract calls for the design and build of a brand new website for TNT's expanding Outsourcing Solutions Division, TNT Value Added Services( VAS). The win follows a 4-way pitch, run by TNT VAS's Neil Rudolph and Michelle Whelan.

TNT VAS Marketing manager Neil Rudolph, said: " TNT VAS was looking for a new digital strategy partner to help enhance our online marketing capabilities. Finding an agency with genuine skills as well as the track-record of delivering strategic digital communications planning and implementation was crucial. Freestyle consistently outperformed the other agencies at all stages during the pitch process. They showed the willingness and drive to understand our business; the creative pitch was innovative; their approach proactive and it was evident their team culture would fit strongly with our own way of operating. We're looking forward to working with them".

The new project kicked off with a complete strategic review of the TNT VAS website. Future plans will include the development of online PR activity which Freestyle will look to develop in conjunction with social media agency Immediate Future.

More about Freestyle Interactive <http://www.freestyleinteractive.co.uk>

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