

Saatchi & Saatchi select Qube as social media partner

Submitted by: Qube Media

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Saatchi & Saatchi has chosen Qube Media as their social media partner for the new Wall's brand campaign starting in July.

Qube Media is a strategic social media agency expert in understanding audiences in social networks and building engaged communities around brands on the web.

The new campaign for Wall's – Bring it on Britain – places social media at its heart with a Facebook application and community fan page where users can apply for a bursary to help achieve their dreams. Winners are voted for by fans.

Qube will provide research, engagement and measurement services. Firstly, to understand the consumer and marketplace online – identifying, mapping and monitoring the target audience in social networks. Then secondly, to build and manage an active online community around the new campaign.

Qube MD Andrew Seel said: "Many FMCG brands struggle to build sustainable relationships with their customers on the web. Using social media for the Wall's campaign is a bold move which will allow consumers to engage directly with the brand in new and exciting ways."

Qube is one of the original social media agencies in the UK. As a strategic agency, we have helped our clients understand and engage in this space for over 7 years. We work with major brands and organisations including Virgin Atlantic, the Financial Services Authority (FSA) and Sony BMG to deliver significant business return.

For further information on Qube Media contact: Andrew Seel

Tel: 01273 689 672. Email: andrew@qubemedia.net

www.saatchi.co.uk

www.wallsbringiton.co.uk