

OgilvyAction wins Movenpick

Sydney, March 9, 2010: Leading brand activation agency OgilvyAction has been appointed to launch a research and customer relationship management program for gourmet ice cream brand, Movenpick.

The phased campaign will include in-depth research to gauge brand awareness and customer perceptions for Movenpick across Australia. Starting later this month, the research will be the first of its type for the brand in the Australian market.

This will then be used as the basis to the development of an exciting new CRM program for the brand.

With Australia being the only market in which Movenpick has parlours, the research is expected to provide the brand with global learnings.

OgilvyAction's CEO Mark Rodgers said: "We are delighted to have the opportunity to work with Movenpick on this important customer relationship campaign.

"It is particularly important for the brand as Australia is a unique market for the company, being the only one to have a retail presence with ice cream parlours", Rodgers continued.

"As such, the insights gained through our research and analysis will provide valuable global learnings for the company as well as assisting in influencing customer behaviour and further building meaningful relationships with their customers."

OgilvyAction is part of STW Group, Australia's leading marketing content and communications services group.

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