

PRESS RELEASE

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Not a fairytale: Quince wins pitch the Efteling

After a pitch the Efteling has chosen Quince as a partner for a PR campaign around the brand Tita Tovenaar. The Efteling wants to bring the experience of being in the park to the outside world. As a first step for brand development ideas were asked for the themed campaign 'My father is a wizard'. The Efteling chose Quince because their proposal for the online experience and the call to action they aimed for, was a perfect match for the creative expectations and strategic targets of the Efteling. The Efteling also liked the effectiveness and scalability of the proposed means. 'My father is a wizard' can be seen starting May 18 at www.titatovenaar.com.

Peter Hazenberg, Quince partner: "We are an agency with 55 professionals, but when we heard that it was about a pitch for the Efteling, we all became children again..." About winning the pitch he says: "Quince has proven that it can operate successfully in any market for any target audience. Especially in digital and online areas we are successful and have worked for big brands, among them Samsung, KPN, Tommy Hilfiger, Goodyear/Dunlop, Philips and HTC. So the market for recreation aimed at families and children poses no problem for us..."

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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