

PRESS RELEASE

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Efteling chooses Quince as a partner in brand development

Efteling, Holland's most famous fairy tale theme park, have chosen Quince as a partner for the development of online branding. As a first step, Quince produced a website for TiTa Tovernaar, which used to be a children's series and now is one of the theme park's attractions.

Children in the range of 5 - 9 years old are invited to submit an image of their father, dressed as a wizard, and join an online 'best dressed wizard-daddy' competition. Quince has developed a special user interface that guides little children through a full registration and uploading process.

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.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>