

PRESS RELEASE

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Hi vendors tested for coolness and knowledge

Telecom brand Hi has asked Quince to help explain to Hi vendors what it feels like to be a member of the Hi Society, the club of Hi users. Furthermore, Hi wants to inform the vendors about the versatility of the Hi services as well as the advent of several new Hi services. The purpose of all this is expanding the knowledge of the vendors about Hi, so that they can use it as a sales tool.

To make this happen Quince has set up an activation program whose first part is now launched. It is a Hi refresher quiz with the motto 'Knowledge is cool'. "Because knowledge is cool and is greatly rewarded. In the form of a gameshow, the knowledge of the vendors is tested and appropriately rewarded with various 'cool' gifts such as tickets for various dance events, waterproof iPod speakers or a USB refrigerator.

The gameshow was launched early July in the form of a live event, where several 'summer prizes' could be won by the contestants. After that an online version of the gameshow was launched, at www.hiopfrissers.nl. A total of four of these quizzes is to be offered between now and the end of August. Prior to the first online quiz Hi vendors received a special 'refresh packet' containing information about the new services of Hi Society and a number of gadgets for the vendors.

The first part of the activation program runs until the end of August. Then the program continues with a second phase. Vendors of Hi will be further challenged to show how much they know about Hi and the Hi Society. Appropriate prizes are waiting for these true Hi specialists.

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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