

PRESS RELEASE

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'Helden van Hi' successfully launched

'Helden van Hi 2010' (Heroes of Hi), developed and realized by Quince in close cooperation with Hi, was successfully launched. The new vendor program is aimed at sales employees of various Hi retail channels and Hi call agents of several call centers.

The program takes the form of an online platform that includes access to Hi news, Hi movies (HiTubes), the best Hi deals, Hi polls, a Hi forum and last but not least the Hi Jack Quiz. Hi Jack is the raving tv-reporter of Hi. He surprises salespersons at their stations and tests their knowledge of Hi. The resulting movies are shown as HiTubes on the website – which is only open to salespersons of Hi.

They can also participate online in the interactive Hi Jack Quiz and other activities on the site. By doing this they earn points in the categories Smart, Fast or Social. The best salespersons rise to the top of the 'Helden van Hi' rankings. Heroes of Hi, only for real heroes.



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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