

PRESS RELEASE



UNIGLOBE Travel fly with bubblebox:media to accelerate their email marketing strategy

UNIGLOBE TRAVEL (Western Canada), part of the world's largest single-brand travel franchise company, will today commence Intelligent Email Marketing campaigns with Vancouver based Email Marketing Company.

VANCOUVER, Canada – November 19, 2008 – bubblebox:media, today announced it is to be the partner of choice providing technology and consultancy to aid UNIGLOBE Travel (Western Canada), accelerate their email marketing and client communications support to their Franchise membership.

UNIGLOBE Travel agencies are leading providers of consumer direct travel services for the business and leisure traveller. UNIGLOBE Travel (Western Canada), the regional Franchisor, provides marketing, sales and operational support systems and services to over 40 independently owned and operated retail travel offices operating under the UNIGLOBE brand. Whilst email has been a part of the overall marketing mix for a number of years, it was recognised that the changing market place and the demand for track-able e-marketing effectiveness and efficiency demanded a higher degree of sophistication than was then in place. The UNIGLOBE Travel (Western Canada) marketing team required a technology platform that is not only easy for the franchisees to use at the local level, but is also sophisticated enough to accommodate the nuances of functionality that a franchise services business requires such as partitioning of lists to ensure that franchisees data was secure and inaccessible by other franchisees. The requirement was further complicated by the need to dynamically generate content based upon the individual agency the recipient had subscribed to, and the type of content the recipient would like to receive. This was a key feature as it is proven to reduce unsubscribe rates and increase conversion rates.

The Marketing team at the Regional office reviewed products from across North America and ultimately chose to contract for – smartMARKETER – and to draw on the “Best Practice” consultancy from bubblebox:media. Both the proximity of the provider and the robust features of the smartMARKETER platform were factors in the selection

Based in Vancouver, bubblebox:media is the only enabler of Email Marketing technology in the region. As a smartFOCUS DIGITAL Premium partner, they also had access to the smartMARKETER technology, the leading email marketing software platform. Available through a browser, its ability to execute sophisticated email campaigns such as contests and preference forms is second to none. In addition, this is easy to achieve through its ‘point and click’ interface. smartMARKETER’s high deliverability reputation with Internet Service Providers (ISPs), also makes it easier to ensure messages get delivered into the inbox.

“We are looking forward to driving increased sales opportunities to our agency members and delivering more appropriate, relevant information to their clients through the system” said Peter Knowlton, Director of Marketing at UNIGLOBE Travel (Western Canada). “Working with the bubblebox:media team, combined with access to the smartMARKETER platform, we are now only limited by our own imagination and the creativity of our membership”.

Paul Gordon, bubblebox:media Managing Director comments “The team at UNIGLOBE Travel (Western Canada) have imaginative ideas to increase the effectiveness of their promotional campaigns. bubblebox:media are excited at the prospect of enabling both the Regional office team and the Franchisee’s to capitalize on the technology available”. “smartFOCUS DIGITAL have innovative technology and we are pleased to be able to provide this to clients across Canada and the USA.”

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About UNIGLOBE Travel

UNIGLOBE Travel agencies are leading providers of consumer direct travel services for the business and leisure traveller. We distribute travel related products and services through our online web sites and offline locations around the world. UNIGLOBE Travel specializes in managing the diverse and changing travel needs of companies and travellers. With our global reach and local expertise, we can help you manage your corporate travel program, vacation and incentive travel with maximum efficiency, savings and service. UNIGLOBE Travel has more than 750 locations in 30-plus countries across The Americas, Europe, Asia, Africa and the Middle East and with sales of more than C\$2 billion.

About bubblebox:media

bubblebox:media is a provider of Insightful Email Marketing technology and consulting services that seeks to enable businesses to communicate intelligently with their customers and prospects. Through the smartFOCUS DIGITAL platform, clients can easily create, segment, schedule, execute and report on all their Email Marketing campaigns. Whether using managed service or accessing on demand email marketing platform, bubblebox:media enable their clients to become Intelligent Email Marketers. Visit <http://www.bubbleboxmedia.com> to learn more about becoming an Intelligent Email Marketer.

For further information please contact:

Tracey Gordon, Marketing Director, bubblebox:media
Tel: 604 357 7194
info@bubbleboxmedia.com