

## AOL UK

Business to business newsletter



### the client:

AOL are the UK's most popular Internet Service Provider, with over 2.3 million members.

### the project:

Nearly half of all UK adults use the Internet. That's roughly the same percentage as go to the cinema, read daily newspapers, or watch satellite, digital, and cable TV. Yet all of these feature more prominently on advertising media plans than online advertising does.

To help redress this imbalance, AOL wanted to raise the profile of online marketing in general, and to increase awareness of what AOL can achieve for advertisers.

So AOL asked Zeus Advertising to target media planners and clients directly with a regular newsletter.

### the work:

Zeus research, write, design and print 'Inside Online' for AOL, a pocket-sized newsletter and quick-reference guide to online marketing.

Topics covered have included shopping, motoring, women, entertainment, FMCG, finance, and broadband.

Every issue is completely focused on the topic being covered. The Motoring newsletter, for example, carried a lead story about how many car buyers now use the Internet to research their purchase; industry facts about the growth in online automotive ad-spend; specific details about the AOL Motoring Channel; a case study on Volvo; and a client comment from mOne media about what AOL had achieved for the Ford Galaxy.



Zeus also supply the newsletters as pdf files which can be downloaded from [www.aol.co.uk/mediaspace](http://www.aol.co.uk/mediaspace).

## the result:

'Inside Online' has been one of the best-received piece of business-to-business DM that AOL have sent out. Feedback from recipients has been very positive – many are using the information from the newsletter within their own presentations to justify the inclusion of online in the media mix. It is also producing results for the AOL sales team: the Motoring newsletter, for example, prompted a sales enquiry on behalf of a major motoring manufacturer.

## Client quote:

"The quality of their design work is very high – they always pay close attention to our brand look and feel so that their work sits comfortably with other material that AOL is producing. I find Zeus very easy to work with – they are extremely knowledgeable and very approachable."

*Jo Simmonds, Marketing Manager, AOL UK.*

## other projects for AOL include:

Sales support material, event invites, html emails, copywriting, and design.

## other zeus clients include:

BBC Worldwide, CNBC Europe, Monster, and The Wall Street Journal Europe.

## about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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