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Media Contacts Uses Atlas

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By: Marcus Chhan, SG

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Pandey

Singapore - Media Contacts has entered into a global partnership with digital marketing technologies company, Atlas to provide technology services and support the company's expanding global network.

Atlas, an operating unit of aQuantative, will work to further develop its technology integration with Artemis which is Media Contacts' proprietary data platform, aiming to provide clients with insights into their interactive campaigns' efficiency and dynamics. Media Contacts has over 400 clients globally including Air France, Dell, Nike and Reckitt Benckiser.

"This alignment will be very useful for our clients in Singapore as we can provide them with more cutting edge choices to better manage their digital campaigns and we are trying to bring global best practices in Singapore to better manage Marcom dollars of brands. By offering third-party ad serving for the full spectrum of digital advertising formats - banners, search, rich media, in-stream video and VOD - the Atlas Digital Marketing Suite is enabling additional avenues for creative optimisation and improved targeting to the Media Contacts network," Shalabh Pandey, director for Media Contacts Singapore and Malaysia said.

"The technologies we have developed put us in an ideal position to add value to the Media Contacts business and to maximise the impact and effectiveness of the Artemis model. Atlas is expected to continue to expand its operations over the course of 2007, and this will allow us to provide additional support not just for the existing Media Contacts markets, but also for those they plan to operate across in the future," Richard Dunmall, senior VP and MD for Atlas EMEA said.

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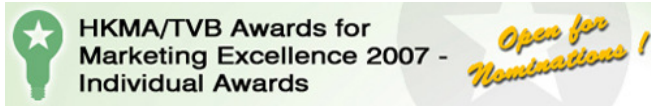
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