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Yoga: site lists teachers

## Drive to promote fitness web portal

Fashion and lifestyle agency The Communications Store has been taken on to promote an online health and beauty site that allows users to book treatments by postcode.

Return to Glory, founded in 2006 by Natasha Dwyer (*PR Week*, 19 January 2007), allows users to browse and select fitness instructors, massage therapists and yoga teachers based on their location. The web outfit has hired The Communications Store for a full PR campaign, promoting the site's easy-to-use format. As well as its searchable website, Return to Glory operates a text message booking service.

The Communications Store's beauty division head Anna Hooper will lead an account team at the London firm, whose other clients include luxury beauty brand Dr Hauschka and John Frieda hair salons.

The Communications Store is co-run by well-known events planner Tom König Oppenheimer and Julietta Dexter.

by Clare O'Connor

Lewis has won a three-way pitch to launch the world's largest domain name marketplace to the UK media.

Headquartered in the US, Sedo (Search Engine for Domain Offers) operates the most comprehensive database of domain names for sale, with more than 10.5 million listings.

Sedo's total sales for 2007 amounted to £37m in a growing industry. It sold Vodka.com for £1.5m last year and has disposed of a number of other in-demand domains such as Sport.co.uk.

The company's top operators were billed in a recent article in *The Observer* as 'the latest breed of dotcom entrepreneur'.

Lewis will handle all



Sedo's UK PR, building its profile across broadcast, national, marketing and IT press. The account team at the tech agency will be led by associate director Will Sturgeon, reporting to Sedo marketing manager Anja Bissinger.

**Vodka: domain name sold for £1.5m**

Bissinger said that while Sedo has had some success in the UK, the market is still relatively untapped.

'The size of the opportunity that exists here is considerable,' she said.

The campaign will focus on the importance of effec-

tive domain name planning and management, as well as the growing UK market for domain names among independent traders.

The growth of online advertising, coupled with an ever-shrinking number of available domains, means the industry is increasingly lucrative. Sex.com broke sales barriers in 2005 when it was sold for £6m.

Before the advent of Google, domain names were generally tied in to one specific brand. Now, web addresses such as Mobile.co.uk are in demand as internet users are just as likely to search for a generic term.

Top domains currently on sale at Sedo's online marketplace include generic sites Blokes.com and Holy.co.uk.

## Burson-Marsteller to lose tech supremo Bowman

Burson-Marsteller's head of tech Chantal Bowman is leaving the agency after almost three years, it emerged this week.

The agency is yet to replace Bowman and it is not known whether she has a new job lined up. She is currently serving out a three-month notice period and will leave

the London office of the WPP-owned agency in May.

Burson-Marsteller's UK CEO Jonathan Jordan confirmed Bowman's departure, adding that he would be seeking an external replacement.

Following a recent internal restructure, Bowman was named one of nine directors on the UK leadership team,



**Jordan: looking for replacement**

helping to run Burson-Marsteller's corporate division as well as taking responsibility for the agency's tech clients.

She joined Burson-Marsteller from GolinHarris in 2005, having led the rival agency's corporate and technology practice.

Before her six-year stint at GolinHarris, Bowman worked

at fellow Interpublic subsidiary Weber Shandwick, where she was associate director for a year.

A qualified barrister, Bowman started her PR career at The Richbell Group, which famously collapsed in the late 1990s.

Bowman failed to return *PRWeek's* calls.

## Spider to launch Screenrush site

Loewy subsidiary Spider has been handed a brief to launch a film website billed as 'IMDB, LoveFilm and Odeon all in one site'.

Social media agency Spider has been hired by French cinema outfit The Allocine Group to promote its new English incarnation, Screenrush. Led by agency head Marc Berry, the account team will try to build interest in the site among online communities ahead of a full commercial launch.

'It is encouraging for the online PR and social media

space that a company such as Allocine has chosen to invest in online communications so heavily for its UK expansion,' said Berry. He and his team will report to Allocine V-P of international Alexandra Ouzilleau.

The digital campaign will include seeding and blogging initiatives, supported by Spider parent company Mantra, which will conduct a brand and B2B programme for Screenrush. Both agencies are owned by marcoms group Loewy.

Allocine is France's num-

ber one entertainment website, with a 70 per cent market share and more than five million unique users per month. The Spider team will attempt to mirror this success in the UK, where Screenrush has 500,000 monthly users without any marketing to date.

The site allows users to book cinema tickets, view clips and trailers, read film news and rent DVDs through a partnership with online rental service MyMovieStream. Users can also look up cast and crew biographies from favourite films.



**Teen dream** Teen virtual world VizWoz has hired a specialist youth PR agency for its launch. Rare Communications will target both trade and consumer press. It will also look for partnership and promotional opportunities. VizWoz, aimed at 11- to 14-year-olds, is being billed as 'a mass market, highly immersive online gaming experience'. The site is being backed by *Dragon's Den* entrepreneur Doug Richard.