



## **Avis Europe appoints Web Liquid to Pan European Digital Marketing business**

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London, UK (PRWeb UK) March 27, 2009 -- Following a three-way pitch including Rapp and incumbent McCann Erickson, Web Liquid & creative partner Acknowledgement have been appointed to develop Avis Europe's 2009 key pan-European campaigns across 13 markets.

Web Liquid will lead the media strategy, planning and buying with Acknowledgement developing the creative strategy and production.

The campaigns will be focussed on driving direct revenue whilst ensuring Avis maintains its position as a value for money, premium car rental option.

Nicola Stone, Retail Marketing Manager for Avis Europe commented, "The proposition offered by partnering with Web Liquid and Acknowledgement promises to deliver the best optimisation of Avis' Pan-European direct marketing strengths for 2009 onwards."

Tom Jordan, Managing Director of Acknowledgement said "We're delighted to be working with Avis Europe, and will work closely with them to ensure we build on the successes of previous pan-European Sale campaigns."

David Shiell, Founding Partner of Web Liquid added, "We have had a long and successful relationship with Avis in the UK and are very excited to be extending our relationship out to Avis Europe where our centralised management of Pan-European media strategy will allow us to create yet further efficiencies of scale alongside intelligent execution. The appointment also makes a statement to the industry that boutique independents such as Web Liquid and Acknowledgement can compete on a wider scale against the traditional agency networks."

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