

Press release



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ids and Royal Marines in sponsorship recruitment drive

ids, the convergent advertising saleshouse, has today revealed details of an innovative sponsorship deal to promote careers for **The Royal Marines** across three separate channels, through the Central Office of Information (COI)

The COI-funded deal, which runs across the whole month of November, will feature Royal Marines sponsorship idents around a selection of top programming across Virgin Media Television owned Virgin1 and Bravo and Setanta Sports.

The series of idents, developed by **Duke**, will create a narrative flow across the advertising break by introducing the viewer to a series of “awareness tests” or “visual puzzles” to take part in at home. The first ident sets up the test and the second ident is the reveal. By asking the viewer to take part, the idents will engage the viewer and make the recruitment message personal, helping to retain the audience across the break. As well as being visually engaging, the sponsorship treatments are current, youthful and aspirational and will promote The Royal Marines in a creative and innovative manner. By inviting anyone to take part, this distinctive approach avoids being elitist whilst broadening the public perception of The Royal Marines. There will be four separate creative treatments set in both the real world and military environments.

The six-figure deal was brokered by Davina Barker, Commercial Development Manager, ids and Lisa Rippon on behalf of Carat.

Ends –

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About ids

ids is the advertising sales house for Virgin Media Television, UKTV, Setanta Sports, Virginmedia.com and Virgin Mobile. We are wholly owned by Virgin Media – the first company to provide customers and advertisers with a combined TV, mobile, on demand and online proposition.

Our mission is to help brands make the most of a convergent world. We work with advertisers and brand owners to develop cross-platform campaigns that connect with customers on a deeper and broader level than has previously been possible.