

In brief

Müller, the yoghurt brand, has launched an animated microsite to push the message that 90% of the milk used in its products comes from within a 30-mile radius of its Shropshire dairy. The site, created by agency Carlson, takes the user through the various stages of production at Müller.

Iceland Foods has signed a partnership deal with Orion Children's Books to offer customers a free copy of Galaxy Award-winning title *Horrid Henry & the Abominable Snowman*. Cocktail Marketing brokered the deal, which promotes the Reading for Life campaign.

Halfords has appointed digital agency eCircle as its first email marketing partner following a pitch. The agency will initially work with the retailer to create a competition page on its website, and will distribute newsletters containing offers and product information to Halfords customers.

WRAP, the recycling advocacy organisation, has rolled out the latest tranche of its 'Love Food Hate Waste' campaign. The activity urges consumers to reduce the amount of food they throw away, and will run across press, radio, outdoor and online.

The RAF is launching an online campaign to help people understand the range of careers it offers. The push, created by LIDA, aims to get users closer to the experiences of RAF personnel in Basra.

Nikon shifts CRM account to DCH

By Joe Thomas

Nikon has appointed DCH to handle its digital CRM strategy following a pitch against the incumbent agency on the business, SMP.

DCH has initially been tasked with providing strategic eCRM support and planning, which will include the creative elements for more than 80m emails across the year.

The brief also covers the creation and management of all monthly newsletters, and direct online communications to support Nikon's upcoming product launches.

The online marketing drive will focus on four consumer demographics: enthusiasts, professional photographers, Nikon professionals and the trade. Communications will be tailored for each.

According to Nikon, DCH will hold the account for one year, after which time its contract will be reviewed.



Nikon planning tailored communication for consumer segments

It was announced last month that Nikon and photographic retailer Jessops will run an ad campaign on the adventure travel and social networking website Big Earth.

Nikon is running bespoke ads on the site's online photo gallery, which offers photography tips for adventurers.

Big Earth was created by the producers of Ewan McGregor and Charley Boorman's hit television series *Long Way Round* and *Long Way Down*.

The site features photographs, videos and travel advice to inspire 'thrill-seekers' to plan independent travel and once-in-a-lifetime adventures.



Beefeater aiming to drive trial

Beefeater in cocktail push

Beefeater Gin is relaunching its website to push the spirit's use as an ingredient in long drinks and cocktails.

The site, which will go live on 6 May, will include a series of comical 'mixology webisodes' aimed at driving brand engagement. The short videos will show how different drinks can be created with the gin.

Beefeater is also using the site to promote trial of the brand in both the on-trade and off-trade. It will target young urban consumers and encourage visitors to download recipes for cocktails for them to mix at home.

Further communication about news, competitions and events will be sent to registered users of the site.

Digital choice Google Street View



Nick Farnhill
Managing partner, Poke

What's so fascinating about Google Street View? Like many, I entered my postcode, not for the view of the street, but to see what had been captured by the now infamous Google camera car as it drove by.

I've none of the privacy concerns whipped up by the *Daily Mail* - just a simple curiosity about the place I live, presented in a new way.

This curiosity led me to search for the house where I was born, and my first university flat. My memories of these places came rushing back. It was not a bad experience at all, but what will keep me coming back for more?

There are already a load of straightforward partnership applications in place. Fancyapint.com allows users to explore the area around the pubs it lists, and the Tate's application shows famous British artworks alongside the locations depicted.

However, it's the more creative uses of the mapping technology that provide a clue to what could be done. For instance, you can jog around Tokyo with Street View linked to the Wii (tokyo-jogging.com). Or make money renting out your parking space (tiny.cc/pjCol).

It will be compelling to watch the innovative ways this technology is adapted for everyday use and fun.

