Ooba Creative win OxygenDCT Marketing and Web Account

Wednesday 29 May, 2013

Ooba Creative, the nifty marketing and graphics design agency in Berkshire, can announce that they have secured the web and marketing contract for OxygenDCT in Berkshire.

Adam Clark, Ooba's Senior Marketing & Digital Consultant, said, "Oxygen is fast becoming the supplier of choice for broadcasters and post-houses in Asia, Africa, Middle East, Europe and the Americas. It's an exciting company for us as they have an innovative approach and there is a lot of work to do."

The agency, which won the business following a pitch, will focus on creating communications with an emphasis on digital, social media and web content - starting with their website and eCommerce activities.

Ted Robins, a consultant at Ooba said, "Oxygen DCT are a company with big ideas and the right customer focused mind-set, who are looking to grow the company both from a purely commercial perspective and from a brand perspective. They seriously deliver for their clients and they're going to expect a lot from us. Which is great because we like to work hard. They have been a very sales orientated organisation up until now, focusing on delivering excellent products and service whilst, maybe, not investing as much into design and branding. This is a great opportunity for Ooba to help them."

The creative and design studio work is already under way and new website, eCommerce site and email campaigns will be the initial focus. Followed by events, engagement and inbound marketing activities within the next quarter.

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