



DENNEBOOM

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Denneboom Media lands SWISS International Air Lines

May 20, 2009. Denneboom Media has teamed up with Switzerland based Mediamix SA to launch the inaugural Canadian advertising program for SWISS International Air Lines.

The first wave, which begins this week, is targeted primarily at French and English leisure travelers in the Quebec market. It marks the airline's first-ever Canadian advertising efforts. Combating declines in overseas travel, the multi-media campaign communicates the affordable price and great service available on SWISS Air Line's European flights out of Montreal.

The airline's business came to Denneboom by way of industry referral. As with the majority of clients on Denneboom's roster, it was a stellar industry reputation for innovative planning and professionalism that helped land the business.

This is the first time that Denneboom has partnered with Lausanne based Mediamix SA who handles the SWISS International Air Lines media account. "It is wonderful to work with an international agency that shares our philosophy of having senior media professionals intimately and actively involved in client business. The client is fortunate to have dedicated and highly seasoned media professionals both in Switzerland and Canada working day-to-day on their business" says Judy Goddard, Senior Media Advisor at Denneboom.

About Denneboom

Denneboom is an independent Canadian owned and operated media agency offering innovative media planning and buying solutions to a diverse group of clients. Denneboom provides a unique agency model of senior, experienced media professionals working hands-on and day-to-day on client business. Clients include the AGO, Bacardi, Mortgage Alliance, Dr. Bernstein Diet Clinics and B2B Trust.

Denneboom recognizes that different advertisers buy in different ways and for that reason have launched a self serve division. Denneboom has developed a web based media planning and buying service for do-it-yourself advertisers. The web service, often referred to as "Expedia for media", makes the buying of advertising space more convenient for buyers and less costly for sellers. www.denneboom.com

About Mediamix SA

Founded in 1982, Mediamix SA is an independent media agency whose area of expertise is the management of international media budgets. Located in Lausanne, Switzerland the company offers highly personalized, tailored international media services to Swiss and Swiss based clients around the world. www.mediamix.ch

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