

Marketing: CompleteTheFollowingSentence.Com goes live

The Chief Officers' Network's latest service to help with business promotion and market intelligence goes live at midnight (GMT) tonight. www.completethefollowingsentence.com is a sophisticated marketing tool, and fun for customers.

Watsons Personal Care Stores, the largest health and beauty chain in Asia and Firefly, Malaysia's "community airline" and part of Malaysia Airline System are just two of the clients for the new service.

Free dinner, beauty treatments, internet hosting and voice-over IP calls are also in this month's roster of products and services.

Launching the service, Alicia Eng, Director, Client Acquisition, said "CompleteTheFollowingSentence.Com is simple and fun for the public, and a sophisticated tool for marketers."

"We've taken the idea of the Write A Slogan" competition off the back of cereal packets, and packaged it for today. Then we've added the ability to check the reach of a client's PR and advertising, plus obtaining market intelligence."

The new service is launching softly: "We need to test out the technology in a production environment so the November launch is quite low key," said Miss Eng. "So visitors have an exceptionally high chance of winning this month."

More competitions will be added in December and every month thereafter.

"We have several very high profile clients plus many smaller clients lined up for the December period with an ever-expanding range of products."

The service brings exceptional PR benefits. "Can you imagine getting, say, 20 times the PR results from a single media release?" Miss Eng asks. "But as each client announces their own involvement with CompleteTheFollowingSentence.Com that's exactly what happens. If you put a competition on your own website, you have to drive the traffic to it all on your own. But put your competition on CompleteTheFollowingSentence.Com and everyone drives traffic to a central point and, because we don't run directly competing competitions, it means that everyone benefits from everyone else's marketing. We call it "Pooled PR" and it's the most cost-effective way of raising your company's profile and gathering essential market intelligence."

"We aimed for a website that is very simple to navigate, and focusses on the message: Complete The Following Sentence and Win Great Prizes Now," said Miss Eng

Competitions can be global, regional, national or even limited to a single city. All contestants must certify that they are at least 18 years old and provide valid contact information.

CompleteTheFollowingSentence.Com