



TBWA (France)

Making advertising exciting

One of the largest advertising and communication conglomerates worldwide, TBWA saw the need to march into the 21st century by using cutting edge interactive platforms to communicate its brand.

By using gloog at its 400 employees headquarters in France, the TBWA brand is now exposed to its entire client base through their daily email communication. Being a forefront agency that considers interactive the way of the future, TBWA is committed to using top technologies and platforms for the benefits of all its clients – making it the perfect gloog partner.



Hertz (Israel)

Making sure you are always in front of the travel agent

The car rental giant Hertz has seen the change in advertising strategies and has made it one of its marketing pillars to invest in interactive advertising development. gloog allows them to segment messages originating from their HQ to travel agents and end clients. By using the advanced gloog filtering system, Hertz can now assign different marketing messages to each of the travel agents they work with, reiterating their involvement and making sure they create top visibility in front of the agents responsible for their market promotion.



McCann Erickson (Belgium)

Keeping up top position in Belgium

The strongest advertising agency in Belgium, McCann Erickson, has recognized the importance of developing need creative media channels for the benefit of its clients. By using gloog, McCann, who is a very strong believer in results measurability, is able to practice what it preaches and expose its clients on a daily basis to new technological tools which improve their advertising effectivity.



KONICA MINOLTA

Konica Minolta (Slovak Republic)

Hundreds of products. One media channel

Konica Minolta, a leader in photography and printing appliances enjoys a very large array of products it offers its vast client base throughout the Slovak republic. Using gloog on a daily basis allows them to feature its extensive product range in every email their employees generate. More traffic to the website means more revenue. Gloog is used as a major tool to generate massive traffic to their daily updated website.



DDB Advertising (United Kingdom)

Uniformity is key to a clear message

DDB advertising has long ago understood the importance of uniformity in marketing messages as a key to delivering strong quality cohesive messages. Using gloog for all its 400 employees in its London office, allows DDB to make sure all their employees signatures will appear under a formal similar constructed template, side by side with minimising IT time spent on changing and replacing each employees signature personally.




DHL (Israel)

Competition means you need to be visible

Shipping and freight forwarding is a very competitive market. In order to stand out you must use new technologies and surprise your target audiences whilst constantly reminding them the values of your brand. DHL choose to use gloog to promote its array of special products and services, from import and export to special rates to selected countries. Now you can see their promotions in every email.




Remax Real-estate (Portugal)

300 agencies. Thousands of properties. One system

Remax Portugal is a giant in real-estate. The central management which resides in Lisbon has introduced the system to its agencies nationwide as a tool with which to promote its constantly updating properties. With the help of gloog and its simple operation, now every agent can log in, upload his new properties and...each email he sends out has a selected property displayed on it. A true real-estate revolution.




Baileys Nissan (United Kingdom)

Leading the way in car dealership

The extensive competition between car dealerships worldwide and in the UK in particular, makes the top car dealers understand that they have to resort to new methods of interactive self promotion. By using gloog, Baileys Nissan is able to promote its local events, promotions and special deals for the benefit of its existing client base as well as attracting new business across the region. In addition, using the gloog technology allows the dealership to differentiate it from its local competition by providing added value visible services to its client base.




Telit (Italy)

Bringing the telit ezine to everyone's mailbox

In 07, the Italian cellular and wireless solutions provider has seen the business alliance between Telit Wireless Solutions and the leading global electronics service provider, Bartolini. In the effort to enable Telit to continue the roll-out of its global strategy focusing on the rapidly-growing M2M market they resorted looking for new digital channels of marketing. Using gloog was a natural choice for them and today Telit uses gloog on a daily basis promoting its magazines, issues various products and services and top company news whilst enjoying super reach and an increase in exposure and CTR on its websites.




WIZO (Australia)

Fundraising with the most advanced technological tools

One of the largest charities working for underprivileged children and youth in Israel, WIZO in Australia, celebrating 88 years of activity, has set out to raise funds for a brand new building it's erecting for children coming from deprived homes in the North of Israel. By launching a large scale fundraising campaign throughout all five Australian states and using gloog, WIZO has been able to raise over 1.5 M\$ in contributions for this campaign. "Today, every charity worldwide is competing for the pocket of the donor. We have to use the most up-to-date tools technology offers us in order to be effective in our fundraising capabilities. gloog is just that. The exposure, the reach and the amazing feedbacks we have received from it made it all worthwhile" says Jo Gostin President of WIZO Australia.



The Creative Clinic (United Kingdom)

Creating a boutique edge

The age of the small, fine creative house is here. The Creative Clinic has set out to provide its clients with excellent creative and personal service through a range of unique online and offline solutions. gloog was chosen as a key interactive service to offer its growing client base. Reinforcing and enhancing the campaigns and messages we develop for our clients via their own email generates an amazing response and action says Adam Selwyn, Creative Director of The Creative Clinic. Today advertising and design agencies need to not only be distinctive in their creative work, but also in the media they offer their clients. gloog is the perfect creative media addition.



Hot SMS (Netherlands)

Cellular and online - side by side

The award winning Dutch company, Hot SMS, has long been regarded in the Netherlands as a marvel in cellular advertising. With over 2M users, HOTSMS saw a top synergy between their services and the gloog advertising platform. By using gloog to empower its brand and deliver cutting edge new services to the awareness of its users, HOTSMS continues its philosophy of leading the cellular advertising in the Netherlands and Europe.



Atmosphere (Denmark)

Leading the digital revolution

The leading interactive agency in Denmark holding accounts such as Snickers, Maersk, Gillette and many others found gloog to be an excellent tool in providing its clients a cutting edge, differentiating platform with which to promote their marketing activities. Providing services to advertising partners such as BBDO and many others, Atmosphere uses gloog as a toolbox solution in the competitive Denmark interactive sector.