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### ... worth noting

:: PC World Business is launching a dynamic electronic brochure developed and produced by interactive and direct marketing agency **Interactive Marketing**. The e-brochure has been designed to ensure that PC World Business customers benefit from the most up-to-date prices, offers and product availability. The e-brochure will be distributed via targeted email marketing campaigns and customers can also download a copy during conversations with PC World Business customer service adviser.

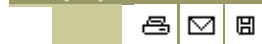
:: Peugeot is launching its second interactive TV campaign after the success of last year's advertising, expanding the interactivity to cover all Peugeot 206 and 307 above-the-line ads on Sky channels and ITV2. Users link through to a mini DAL (dedicated advertiser location) from interactive ads and banners on the top-level menu and in the games section. The mini DAL promotes the new year's special offers on a range of Peugeot vehicles. The campaign is currently planned to run for a total of eight weeks. Creative has been developed and designed by BBC Broadcast. OMDtvi is responsible for the iTV strategy and development.

:: Emap has joined forces with Espotting to include paid-for searches on some of the media firm's most popular sites, including FHM and Smash Hits. The deal will see Espotting provide paid listings across 15 Internet sites. This will mean that people visiting sites like FHM.com will see listings for other sites featured next to relevant editorial content. The deal goes live this month and can be extended to cover any new Internet properties.

:: Monster.co.uk is capitalising on post-Christmas back-to-work blues with a new advertising campaign encouraging people to find the right job. The radio campaign, created by Saatchi & Saatchi, plays upon the despondent feelings that many people have going back to work in the new year and the need to recreate previous festivities to recapture the feeling of excitement. The advertising campaign will appear on stations including Capital FM, LBC, Virgin and Jazz FM and will run for four weeks.

:: NTL has announced an extended agreement with software provider **Openwave Systems** that will see it beef up its email offering. The company will work with **Openwave** to launch an advanced email service for customers of its residential, wholesale and business Internet products, based on **Openwave's** Email Mx6 product. **Openwave** Email Mx6 incorporates a new Web mail interface and anti-abuse capabilities. Under the extended agreement, NTL will also benefit from **Openwave's** Broadband Competency Centre, which swaps ideas about best broadband practices and innovation between operators in the Americas, Asia and Europe.

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