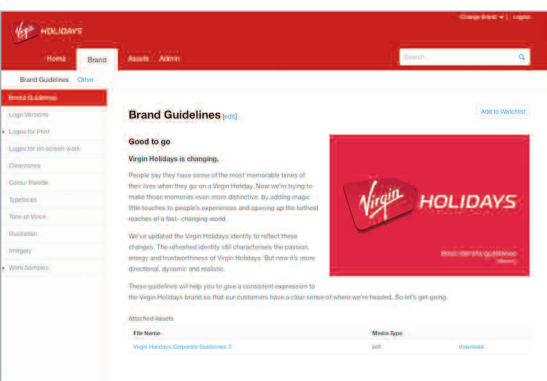


# On Brand and Virgin set sail towards multi-brand management April 2011



VYRE is pleased to provide Virgin Holidays with its new suite of Brand Management modules – On Brand. Virgin will be benefiting from one of On Brand’s distinguishing features, the ability to manage multiple brands – enabling the various companies in the Virgin Holidays stable such as Virgin Holidays+Hip Hotels, Virgin Holidays Cruises, Bales Worldwide and Travel City Direct to have customised interfaces specific to individual brands.

Andrew Sproule, Head of Creative Services at Virgin Holidays comments "Over the last five years we have grown from a single brand to a family of six. We needed to ensure we had the appropriate tool to manage this increased volume and having worked with VYRE on multi-channel management for a number of years now, we felt confident that the new On Brand modules will help us solve the complexities of multi-brand management in an elegant and engaging fashion.

“On Brand is eagerly anticipated and due to its ease of use and flexibility of interface design, it will enable total customisation to fit individual brand personalities, I am certain it will be widely adopted throughout Virgin Holidays.”

Ruth Knight, Marketing Director at VYRE Ltd states, “It’s been our pleasure to support Virgin Holidays over the last three years, they are a great company to work with and we look forward to extending their deployment with the suite of Asset Management modules - On Brand. As an early adopter of On Brand, Virgin Holidays will have the opportunity to feed back into the roadmap having a direct influence on the development of future modules. This is an exciting prospect for VYRE as their input is highly valued.”



**On Brand**

**Virgin Holidays**

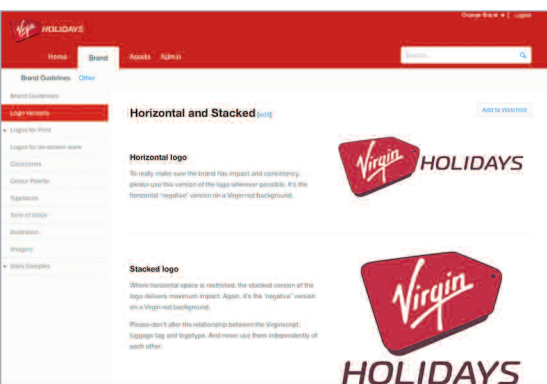
By drawing on the years of experience gained from managing some of the worlds leading brands such as Diageo, Nokia, Shell and Virgin Holidays, the On Brand suite of modules from VYRE sets high standards in the Brand Management space.

Virgin Holidays is the UK's leading long haul holiday company and its product range covers the USA, Caribbean, Africa, the Middle and Far East, the Indian Ocean and Australasia.

Designed on VYRE Unify, the award-winning marketing automation platform, On Brand allows users to start with the asset management and brand guideline modules and then extend as needs dictate. The modular On Brand suite is comprised of: assets, guidelines, creative workflow, web to print, campaign management and reporting. All of the modules are highly intuitive and elegantly designed.

As one of the top travel companies in the UK, Virgin Holidays strives to deliver amazing holiday experiences to all customers. Formed in 1985 following the creation of Virgin Atlantic, and built on the Virgin principles of excellent customer service, high quality and value for money, Virgin Holidays offers maximum convenience and flexibility with an emphasis on fun, excitement and innovation. The company introduced the concept of 'rockstar service' in 2010 to describe the kind of exceptional customer service and exclusive experiences that are only available to those who book with Virgin Holidays, including the v-room at London Gatwick (opened in 2008), 'check in, chill out' and dedicated hotel concierge lounges across the world.

A distinguishing feature of On Brand is the ability to manage multiple brands – enabling companies to have customised interfaces specific to individual identities. Furthermore, On Brand and the Unify platform offer the unique proposition to switch from an out of the box to a bespoke build model at any time. Such flexibility safeguards investments, as the solution evolves with business needs, minimising change management issues.



**VYRE**

VYRE marketing automation solutions protect hundreds of Global Brands, by delivering brand consistency across multiple regions and channels, greater transparency of processes and improved time to market.

VYRE's web-based modular solutions are built on the award winning VYRE Unify marketing automation platform and are available bespoke or 'out of the box,' licensed or provided as a service. VYRE Solutions are;

- Brand Asset Management
- Digital Asset Management
- Creative Workflow and Approvals
- Campaign Management
- Artwork Automation
- Multi-Channel Content Management

VYRE clients include: Diageo PLC, Nokia PLC, Virgin Holidays, Shell PLC, ESPN STAR Sports, Cambridge University Press, The AAT, IMG Media Group, Lowe & Partners Worldwide and FutureBrand.

**Get in touch**

We would be delighted to give you a run through of On Brand in person or by phone. To arrange a demo or for more information please give us a call now on +44 (0)207 749 1800 or email our sales team: [sales@vyre.com](mailto:sales@vyre.com)

Visit us online at: [onbrand.vyre.com](http://onbrand.vyre.com)