

ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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ALLOTT LAUNCHES NEW WEBSITE WITH MOVIE ON DEMAND FACILITIES

One of Yorkshire's leading B2B public relations consultancies, Allott & Associates Ltd, has launched a new website, which now includes DVD (Movie) on demand.

Built internally by the company's experienced PR and design teams, the new site, www.allottandassociates.co.uk was launched in March 2006 and provides details of the marketing services offered by the company. One of the main reasons for launching the new site was to demonstrate the company's new promotional film making capabilities and a series of small mini films have been put on the site including a six minute tourist promotional movie about Knaresborough.

Allott & Associates Ltd's managing director, Philip Allott, explains: "As a forward thinking company we are particularly proud of our DVD making capabilities, which now feature on the new site. Visitors can actually download and view short films using a broadband connection straight off the web via any Windows Media player. More and more clients are realising the benefits of having a promotional DVD service and having this instantly downloadable from their websites."

The new website went live in March 2006 and has already received a significant number of new visitors. A new section is to be added in April, which will give visitors free PR top-tips, which local businesses are encouraged to view. Also included is a new area focusing on company news, which will be updated on a regular basis.

News release AllottPR10 continued:

Complementary to Allott and Associates Ltd's website design and DVD production services, the company offers a range of solutions including business-to-business PR, direct marketing, advertising and design. The company has a large portfolio of UK and European clients in the food, packaging, pharmaceuticals, engineering and allied sectors.

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Background information:

Allott & Associates Ltd is a full-service agency and provides all the services you would expect from an in-house marketing department. Building on over 12 years experience, Allott & Associates Ltd has the marketing resources, experience and ability to help your organisation attain its strategic objectives. Many of the company's clients are involved in business-to-business (B2B) activities including food, beverages, packaging, electronics, engineering, logistics, pharmaceuticals and printing together with numerous related markets. The company is also experienced in providing marketing support to a number of service sectors, including education, local and central government, the MOD and recruitment.

Key marketing services provided by Allott & Associates Ltd include public relations, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition panels, corporate events and film making.

Currently the agency is proactively involved in marketing campaigns in the UK, mainland Europe, the US and Australia.

Clients can engage the agency on a 'project-by-project' basis or for a monthly retainer. For more information and a bespoke quotation, please give Allott & Associates Ltd a call ... 01423 867264

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