

Press release

Amsterdam, 4th of February 2005

LaComunidad and MRM Partners get bendy with Opel viral commercial

Opel pre-launches it's Tigua TwinTop commercial via online buzz campaign

The Dutch interactive communication agencies LaComunidad Interactive and MRM Partners have joined forces for Opel's first online viral and buzz activity. MRM Partners have created the commercial and LaComunidad will plan, initiate the seeding and track the pan-European viral campaign with it's technology ViralTracker®. The campaign was released this week to pre-launch a new TV commercial promoting Opel's Tigua TwinTop car.

The viral film clip, called 'Bendy', shows a young man getting carried away enjoying driving his new Tigua TwinTop, taking it to extremes everywhere he goes – including the men's room.

The clip then invites viewers to click through to the Opel website where they will be able to see other Opel viral clips, as well as finding out more about the Tigua TwinTop. Kris Vilhelmsson, director brand communications at Adam Opel AG said: "The aim is to give highly active, culture-driving online users the first exclusive access to the entertaining new ad, in order to further widen awareness of the Opel brand in general and the Tigua TwinTop in particular."

Specialist seeding activity for the viral campaign has started across Europe via MRM Partners and LaComunidad's 'online influencer network', and the clip will also feature on traditional media sites via Opel's media partners Universal McCann and Car Communication Competence.

About LaComunidad Interactive

LaComunidad is an independent interactive communications agency based in Amsterdam.

The agency is specialised in digital communications. With interactive concepts and campaigns LaComunidad develops mutual beneficial relationships between brands and consumers. More information: www.lacomunidad.nl or www.viraltracker.net

About MRM Partners

MRM Partners is a leading Relationship Marketing bureau, both in the Netherlands and Worldwide. MRM delivers three services to her clients: interactive marketing, direct mail en database marketing. Our capacities, our approach, and more importantly, our people, set us apart from any other agency in the world. Projects of MRM are for clients like Microsoft, Opel, L'Oréal, UPS, Center Parcs, Clearasil, M-real, and Van der Most.

Would you like to know more about MRM Partners, please visit our website:
<http://www.mrmworldwide.com>