

**Date** Monday 3 August, 2009

**Subject** **Permission Communications secures nib health funds digital account**

nib health funds limited (nib) has appointed Permission Communications today as their preferred digital communications provider. Permission Communications will provide online and mobile digital marketing services to more than 700,000 of nib's health, travel and life insurance customers.

nib's Managing Director, Mark Fitzgibbon said Permission Communications was successful in acquiring nib's business because they demonstrated a unique depth of digital strategy and creative compared to other providers in the Request For Proposal (RFP) process.

"In the current economic climate companies need to be unequivocally convinced by the provider prior to establishing new business relationships. nib is confident that Permission Communications is best placed to provide expert digital marketing services to support our customer acquisition and retention strategies in the digital space," Mr Fitzgibbon said.

Permission Communications Joint Managing Director Rick Merten said he was thrilled to add nib to the company's growing list of established digital marketing clients.

"It's a fantastic win for the agency; we are really looking forward to adding value for nib through our digital relationship marketing expertise," Mr Merten said.

"nib is renowned for their innovation, so Permission Communications is very excited about the opportunities we can develop and roll-out to their customers," Mr Merten added.

### About Permission Communications

Permission Communications was established in 2000 and is a leading Australian full service Digital Relationship Marketing Agency, providing integrated digital marketing solutions for clients.

Permission Communications has gained a well-earned reputation for delivering effective communications, establishing stronger customer relationships and most importantly, providing greater returns on marketing investment. This is achieved by leveraging the power of digital channels and database marketing.

Permission Communications' other digital marketing clients includes Dominos Pizza, MasterFoods Australia and New Zealand, Kimberly Clark, FOXTEL, IBM and Inghams Enterprises.

### **For further information:**

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