

DIRECT

Turning spreadsheets into butterflies

Integrated marketing agency DNX's new campaign for Business Objects' Crystal Xcelsius data visualisation software demonstrates that figures need not be grey and boring but can be butterflies!

The software takes numbers from Excel spreadsheets and turns them into bright interactive presentations, brightening up a dull set of numbers or used for visual modelling.

DNX's concept illustrates how Crystal Xcelsius transforms data into vibrant visuals – from a dull caterpillar with numbers on its body, to an exciting butterfly. The campaign will focus on emails to sales and marketing teams, alongside ad banners and newswires.



Targeting shopaholics

Digital media agency Unique Digital is running a campaign to promote Barclaycard's handbag.com credit card.

The push offers exclusive monthly shopping offers and interest free deals and aims to generate traffic to the Handbag website and garner online acquisitions of the new credit card.