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Interactive Poll Sponsorship A Big Hit For Sanex For Men

The effectiveness of interactive online promotions has been clearly demonstrated by Sanex for Men, which recently signed up to sponsor a bespoke poll on the TEAMtalk.com football news and content portal, attracting 25,000 responses in just five days.

As part of a major campaign, the male grooming brand has an online presence with an interactive website - *Sanex Six Pack*, which invites visitors to submit their own facts about the human body and male grooming. The purpose of the TEAMtalk deal was to drive traffic to this site, while also linking in to Sanex for Men's partnership with the Nationwide Conference leagues.

"The core ABC¹ demographic of TEAMtalk.com users fits perfectly with the target customer base for Sanex for Men," says Dawn Newman, Account Director of Shine Communications, the PR agency handling the Sanex for Men campaign. "We decided on a branded polling section as it provides interactivity and gives users something to think about. Also, the type of user who fills in an online poll is also likely to enjoy *Sanex Six Pack*."

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Visitors to TEAMtalk.com were asked a different question each day for five days – such as “Who is the squeakiest clean player in UK football?” Those who responded were then directed to the results landing page, which was visually based on the Sanex for Men website.

“We offer a huge range of sponsorship and promotional opportunities across our network of 14 sports media sites, which can be used as a standalone medium or alongside traditional click-through advertising,” says Jehan Shah, account manager with 365 Digital Media. “The Sanex for Men promotion is a perfect example of how successful this type of promotion can be.”

Sanex is a brand name of Sara Lee/DE a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. With headquarters in Chicago, Sara Lee Corporation has operations in 55 countries and markets branded products in nearly 200 nations. The corporation employs 145,800 people worldwide.

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Notes to Editors

365 Media Group is the leading operator of sports websites in the UK. Comprising sportinglife.com, TEAMtalk.com, sportal.com, Football365.com, cricket365.com, golf365.com, Rivals.net, planet-f1.com and planet-rugby.com among others, the network delivers high-quality interactive content to an audience of 9 million loyal, sports fans; consisting mainly of affluent ABC1 males. Through the 365 Digital Media division, the group provides advertising and sponsorship opportunities across the network for a wide range of leading brand names from all sectors. In addition to consumer-facing activities, the group also syndicates content on a B2B basis through web, audio, video, iTV and mobile telephony channels to an array of well-known clients.