

# Revolution

www.brandrepublic.com/revolution November 2007

## NME takes its anti-racism activity online

NME has turned to the web to deliver the second part of its anti-racism campaign.

The music title has teamed up with Love Music Hate Racism (LMHR) to release an exclusive free album, the second of which is available to download from a special NME.com microsite.

Videos of recordings and artist interviews feature online, as well as LMHR history.

The album was created as a reaction against the BNP's active recruitment campaigning in schools using white power music. Artists include Hard-Fi, Bloc Party, The Enemy, MIA, The View, New Young Pony Club, The Charlatans, Maru Chao, Billy Bragg and Babystambles.

## Nails inc launches online booking system with automated text reminder service

Nails inc has launched an online appointment booking system, including automated texts to remind customers of their upcoming appointments.

The nail bar brand is looking to the internet to boost its customer service offering with a tailored electronic booking and reminder system, implemented by Tangent Labs.

Customers will now be able to book an appointment at their preferred nail bar via the web site, receive a text message reminder the day before their appointment, and receive e-newsletters with tailored offers and deals relevant to their regular treatments.

Simone Newell-Black, head of retail at nails inc, said: "Nails



Nails inc: the brand claims to have seen a 17 per cent sales uplift since the web site was redesigned

inc is all about making professionally groomed nails genuinely available to the majority of modern British women – this new online booking and text reminder service further helps our

clients fit in a manicure around their busy schedules."

Tangent Labs was initially brought in to revamp and deliver e-commerce and direct marketing strategies for nails inc. Since

redesigning the web site and equipping it with bespoke e-commerce and digital marketing, the brand's online sales have lifted by 17 per cent over one month.

lost track of the basics: what it was delivering to the web sites" → → → p81