

## Ebookers hires Onesixtyfourth for travel brand unity

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**LONDON - Online travel agency ebookers, has chosen strategic consultancy Onesixtyfourth to drive growth and acquisition.**

**Onesixtyfourth** has devised a strategy for **ebookers** to collaborate with the travel agency's European sister-brands across nine countries, and owned brands such as **Bridge The World**, under one single ebookers proposition.

The consultancy will advise on future acquisition for the online travel agent, which sent more than 1m passengers away last year, and claims to receive 970,000 unique visitors a month on its UK website.

Onesixtyfourth will now coach the ebookers company through the implementation of the strategy. Working sessions will include: advice on web development; customer service; and product development and implementation. This includes the integration of online and offline activity across Europe.

Peter Liney, ebookers group commercial director, said: "We invited a number of high-profile agencies to work with us and help us carry out our integration and expansion into new territory confidently. The Onesixtyfourth team were able to go beyond just a creative idea and deliver an in-depth analytical framework that gave insight on the positioning of the entire business.

"Onesixtyfourth imparted an integrated, collaborative approach that blended brand with staff and customer issues."

Anne Thompson, Onesixtyfourth founder and managing partner, said: "We are excited about working with the ebookers team through to the next phase.

"This has been a genuine collaborative effort so far and it's hugely satisfying to see the company reaping the benefits of ebookers and its subsidiaries unified."

*If you have an opinion on this or any other issue raised on Brand Republic, join the debate in the **Forum here**.*

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