



Ex-Edelman Steve Loynes

## Chameleon names boss

Consumer and technology agency Chameleon PR has hired Steve Loynes as head of its b2b technology practice in London.

Loynes joins from Edelman where he was associate director and led the business IT and telecoms team. He has been in the b2b technology sector for ten years, creating campaigns for brands such as Microsoft and Motorola and working in-house at global IT company Novell.

At Chameleon, Loynes will be working with existing clients such as Siemens Enterprise Communications. As one half of the world's leading.net, a gossip blog for the UK tech PR industry, he will also take an active role in Chameleon's social media work.

# Labour MP unveils personal TV channel

By Chloe Markowicz

An MP has launched her own digital TV channel in an attempt to reach constituents.

Celia Barlow, Labour MP for Hove and Portslade, East Sussex, has collaborated with local company Global Digital Broadcast to create an internet protocol television (IPTV) channel that can be viewed online or via digital TV.

The channel features Barlow's campaigns and television appearances and will include video diaries.

Barlow said that internet television and IPTV provide 'a great opportunity to communicate with my constituents in a different way'. Using digital technology will also help reach out to younger constituents, she claimed.

Other MPs have previously made use of online video, such as YouTube. However, digital PR experts said they were not aware of politicians using



Digital IPTV allows East Sussex constituents to follow MP's work

this particular IPTV technology.

Stephen Davies, founder of online agency 3WPR, said Barlow could use the technology for 'a dialogue with her constituents on subjects that matter to them as opposed to just dictating her agenda'.

Ed Lecky-Thompson, MD of digital agency Galileo, issued a similar warning, saying the site would backfire if it turned out to be 'yet another mouthpiece for Labour'.

[Watch Barlow's channel on celiabarlow.gdbtv.com](http://celiabarlow.gdbtv.com)

## THE WEEK IN TECHNOLOGY Lewis wins six-figure IT account

**GETRONICS UK AND IRELAND**, a major IT firm that outsources storage and security services for companies, has handed a retained six-figure account to Lewis PR. The agency will be working on a social media strategy, including establishing a Getronics blog, and increasing the company's profile in the financial press and the IT trade press.

**EASYVOYAGE** has brought in Kinross + Render as the retained agency to launch the French travel website in the UK. Easyvoyage has 3.2 million visitors per month in its home

French market. The website offers advice on more than 250 destinations and reviews more than 6,000 hotels. It also allows users to compare prices of flights, hotels, holiday packages and car rentals.

**SMARTS**, the Northern Irish PR, design and digital agency, has launched its first online PR division. Clicksmarts will work to ensure clients are actively represented online and will monitor a company's online coverage. **Richard Nelson** is head of online PR at Smarts.



IronPlanet Auctions lorries

**IRONPLANET**, an online auction company for used heavy construction equipment, has hired Mulberry Marketing Communications following a competitive pitch. The company primarily operates in the US and Australia, but has hired Mulberry as its retained agency to launch its European

auctions in January. Mulberry, run by CEO **Chris Klopfer**, will promote the firm in various trade press.

**SINE QUA NON**, the technology marketing agency, has launched a PR and comms arm. The agency has hired **Chris Hughes** as comms manager to head up the new division. Hughes was previously account director at Jardine International where he worked on the Bridgestone Motor Sport account.

[For breaking technology news, check prweek.com/uk/technology](http://prweek.com/uk/technology)

## BEST OF THE TECH BLOGS

### MATHS BEHIND PR?

Posted by Andrew Bruce Smith [escherman.wordpress.com](http://escherman.wordpress.com)

**1 December** Have just finished reading senior BusinessWeek writer Stephen Baker's book, *The Numerati*. In relation to the field of PR, it did remind me of something that I've been banging on about for some time – namely, where are PR's algorithms? Where are PR's mathematicians? What PR campaigns are being driven by the kind of data gathering, maths and analysis that is clearly being deployed in other areas of business?

### KEEP CHECK ON BRANDS

Posted by Drew Bervie [theblogconsultancy.typepad.com](http://theblogconsultancy.typepad.com)

**30 November** If you are in front of a computer all day, it's easy enough to have a Twitter Search, aka Summize, window open with various brand names on it. This means you'll get a live alert in the tab at the top of your browser telling you as it happens what's being said about your brand. It works well on a BlackBerry too. But if you want to pull information down automatically, try using Twilert, a new service that summarises Summizes and emails you Twitter buzz on your chosen topic, at your chosen time.

### MR TWEET KNOWS BEST

Posted by Laura Johnson [www.shinyred.tv/2008](http://www.shinyred.tv/2008)

**28 November** Mr Tweet has been surging through Twitter this week, offering a cool service – described as 'your personal Twitter assistant'. If you follow Mr Tweet he will look through your followers and suggest people that he thinks you should be following back.