

Launch of HaveU.net Could Set a Precedent

Delamore Consulting (a Delamore & Owl Group Company) creates the first truly global interactive platform for consumers and leading brands.

London, England (PRWEB) October 17, 2006 -- HaveU.net has been launched as one of the first ever worldwide consumer orientated interactive platform where consumers can vote online or via SMS text messaging and be rewarded for sharing their opinions, needs, likes and dislikes about anything and everything from product features, product design, packaging to current affair, life style, new trends, entertainment, popular culture to politics.

HaveU.net and its parent company (Delamore Consulting) believe that consumers should benefit from sharing their opinions, just as brands do from listening to those opinions. So besides been given a chance to have their direct say in shaping the future, a user gets a chance to win hundreds in cash every week in 'Design the Future' quiz and draws. The platform enables the consumers to interact on-line and through SMS text messaging.

Worldwide over 345 billion SMS text messages are exchanged across the world's mobile networks every month, with over 16% of these messages, according to some surveys, being classified as commercial or marketing messages. "The SMS text messaging feature on our platform will help us reach those consumers who are actively using SMS as a means of Instant interaction without being tied to their computers," said a spokesman at Delamore Consulting.

The platform also has features like " TxtLynx Buddies -- Your Local Network " which is designed to create local community integration and awareness while giving users a chance to learn more about their locality, interact and make friends.

HaveU.net is here to bring consumer opinion directly from their minds to the CEO of leading brands,creative agencies, advertising and branding houses,and academic think tanks.

"We have been looking for such products and it is on the right side of the current trend,"- said a spokesman at a leading marketing firm.

The response from marketing firms and brands has been very encouraging.

We invite all the leading brands and marketing agencies to use the platform and interact with consumers, research their opinions to reinvent the future by participating in the one-and-only consumer democracy of the world.

"Our aim is to deliver a better tomorrow for the consumers and the leading brands," said Sanjeev Kumar, a director at Delamore Consulting.

Please do not hesitate to contact HaveU.net, with any queries relating to this release.

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Correspondence Address:
HaveU.net c/o
Delamore Consulting Ltd
29 Harley Street
London W1G 9QR
United Kingdom

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Contact Information

Diane Lee

DELAMORE & OWL GROUP OF COMPANIES

<http://www.HaveU.net>

1 646 607 3310

Online Web 2.0 Version

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