

Unique World goes Snap, Crackle and Pop

Kelloggs Australia has recently announced Unique World as one of its Preferred Promotional Service Providers. The deal establishes Unique World as Kelloggs dedicated supplier for e-commerce, online marketing and web site development.

Unique World, a leading provider of end-to-end e-commerce solutions in Australia has worked with major brands such as Kraft, Epson, Greater Union, Village Roadshow, Movieline and Ticketek.

Tony Gattari, CEO of Unique World is delighted with the win. We believe that Unique World was successful because we not only boast a team of technical experts but we combine that with second to none e-marketing and creative services.

It means we have broad enough appeal and can therefore act as a one-stop shop for Kelloggs he added. Unique World has had a string of success despite the current economic down turn signing a number of new clients from a variety of Industries. It reinforces that we are a major player in the e-Commerce and technology marketplace.

Unique World has previously worked with Kelloggs developing such successful web sites as Surf Safe Summer www.surfsafesummer.com.au

With 7 out of the top 10 breakfast cereals in Australia, Kelloggs is the most dominant player in the market. The company is also associated with a variety of community services which include the Kids Help Line and Surf Life Saving Australia. Kelloggs is a keen supporter of Australian sport assisting in Netball Australia, National Rugby League, Junior Rugby League, the Junior Surf Lifesaving movement and the Australian Institute of Sport.

About Unique World

Unique World is a leading provider of end-to-end e-commerce and technology solutions in Australia.

We are a Microsoft Gold Certified Partner whose service offering covers the full spectrum of e-business services with areas of excellence including strategic planning of web solutions (including business process re-design, back-end design and development), fully integrated e-commerce systems, high-volume transaction processing systems, the integration of web services into legacy systems and scalable and fast web applications.

Unique World has worked with powerful brands such as Kelloggs, Kraft, Epson, Greater Union, Village Roadshow, Movieline, Ticketek, Australia Post, Tandy, BHP, SES, Flexirent and IBA.

About Kelloggs

Kellogg first came to Australia in 1924 and has been in the business of making cereals and creating jobs for Australians since 1928. In fact, over 90% of Kellogg's breakfast cereal products are made in Australia by Australians using Australian raw materials wherever possible.

The manufacturing facilities of Kellogg are located at Botany, in Sydney, and we've expanded these facilities several times over the decades to keep pace with an ever-increasing demand.

Kellogg's exports to New Zealand, South East Asia and the South Pacific and has generated \$250 million in export revenue for Australia in the last eight years.

Kellogg's Australia returns over \$400 million each year into the Australian economy through jobs, support of local industries, investment in capital and purchase of raw materials.

Being Australia's largest commercial user of Australian corn, Kellogg is able to directly employ around 825 Australians and supports thousands more, especially in regional Australia, by sourcing virtually all of our grains and other ingredients locally.