

Leading Charity, Arthritis Research UK, Appoints Tug To Develop An Online Campaign To Raise Awareness Of The Problems Affecting Child Sufferers

Date: June 2010

Arthritis Research UK, the charity leading the fight against arthritis, has appointed search marketing agency Tug to deliver an online advertising campaign for its latest campaign *Starting with Arthritis*.

Arthritis Research UK is the fourth-largest medical research charity in the UK, working to take the pain away from sufferers of all forms of arthritis, and helping people to remain active through its extensive research programme.

Starting with Arthritis was launched in April to help raise awareness and provide support for families with children suffering from juvenile idiopathic arthritis (JIA). JIA affects 15,000 children and teenagers in the UK.

Tug has been appointed to help raise awareness of JIA through a strategic PPC campaign designed to increase online donations and direct people's searches for information and help on arthritis and JIA to the Arthritis Research UK main site and the [Starting with Arthritis](#) micro-site.

As part of the campaign Tug will also help raise awareness of Major Phil Packer's London Marathon Challenge. Major Packer, who sustained severe spinal cord injuries whilst serving in Iraq, will walk the Virgin London Marathon in 26 hours, helping to raise money for 26 charities, with Arthritis Research UK as one of the chosen charities.

Nick Beck, managing director of Tug, said:

"Tug is delighted to have the opportunity to work with Arthritis Research UK on such an important issue and worthwhile campaign. Parents with children suffering from JIA need the right advice and support, especially as more are searching online. Arthritis Research UK funds high class research, as well as providing expert information. We will ensure that Arthritis Research UK becomes the first destination for people affected by the illness through a strategic digital campaign."

Gabriella Iafate, Community & Events Fundraising Manager of Arthritis Research UK said:

"We are very pleased to be working with Tug on our exciting new campaign, *Starting with Arthritis*. With PPC playing an ever increasing role in driving website traffic, we want to bring our campaign to as wide an online audience as possible so that they can benefit from all the information and support that Arthritis Research UK has to offer."

About Tug

Tug is a search engine marketing agency, providing expert strategic consultancy, campaign planning and management for major brands including: Wonderbra, Dairy Crest, The Dungeons, 118800 and more. Tug's Creative Search Marketing services provide an online marketing programme that builds brands, generates new media opportunities and improves lead generation. Its search marketing team provides expertise in pay per click campaigns, search engine optimisation and social media.

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