



28 July 2010

For immediate release

Tonic appointed by Asia House for new website

Award-winning digital consultancy Tonic – part of The College, a College Group company – has been appointed to design and build a new website for Asia House.

Asia House was founded in London in 1996 and promotes appreciation and understanding of Asian countries, their arts, religions and economies. Its aim is to help foster closer communication and more effective business relationships.

The new site is planned to go live in September.

Tonic's Executive Creative Director Ranzie Anthony said: "This is a really prestigious assignment. Asia House has a huge ambition to help promote cultural and business understanding between Europe and Asia and we are delighted to be part of helping them realise that ambition."

Chief Executive of Asia House, Roddy Gow, said: "The Asian economies will be the engine that drives the global economy for the next generation. We are in an excellent position to play an essential role in helping people make sense of this phenomenon and capitalise on the opportunities that will arise. We're delighted to be working with Tonic to bring our vision to life online".

-ENDS-

Enquiries:

The College

Nick Hough, Managing Director

+44 20 7457 2020

Notes for Editors:

About Asia House

Asia House, the leading pan-Asian organisation in the UK, exists to build dynamic links with Asia, important now more than ever. By providing unique insights into culture, policy, business and education, Asia House promotes informed understanding and the mutual exchange of ideas, building stronger relationships between the diverse communities of Europe and Asia.

Asia House is a non-profit, non-political organisation.

About Tonic

Tonic is an award-winning brand interaction agency that specialises in digital media. Established in 1998, clients include Sony, Which, GSK, Telenor and PwC. Areas of expertise include: Digital Strategy, User Experience, Web and Interactive Design and Product Design. Tonic is part of The College, a College Group company.

About College Group

College Group is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Group's wide range of complementary practices provides advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; healthcare and life sciences; employee engagement and strategic research consultancy. For more information, visit thecollegegroup.com.