

GTR360 adds to team to enhance its digital PR & marketing offer



As part of GTR360's focus on digital PR and marketing in travel retail, the agency is teaming up with Echolution to provide clients a list of strategic digital marketing solutions

PR and marketing communications agency, GTR360, is pleased to announce Alison Farrington has joined as a Consultant Account Manager.

Alison brings a wealth of travel retail B2B content creation experience to GTR360. With recent positions as Intelligence Editor at Global Blue and Associate Editor at DFNI magazine, Alison is joining GTR360 to bring a new digital remit to the agency's PR and marketing offer.

"As the duty free and travel retail marketplace emerges from an extended period of reduced sales

due to the COVID-19 pandemic, travelers' digital shopping behaviors are now under scrutiny. With a new digital remit at GTR360, we aim to help brands navigate the online opportunities," says Farrington.

As part of GTR360's focus on digital PR and marketing in travel retail, the agency can reveal its new partnership with digital shopper marketing platform, [Echolution](#). GTR360 and Echolution are collaborating to provide clients with strategic digital marketing solutions including:

- Programmatic advertising planning and media buying implementation
- Bespoke promotions, loyalty program optimization and geo-location digital coupon marketing
- Data analytics and campaign ROI review

"With GTR360 positioned as providing digital solutions for our clients, sister agency Essential Communications remains focused on its core PR and marketing activity for clients across key travel retail categories such as liquor, confectionery, beauty, fashion and travel accessories. I am overseeing both agencies and welcome Alison to the team," adds Row Holland, Managing Director, Essential Communications/GTR360.