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INTERNET

Gorilla Nation to storm UK online ad sales market with US site offer

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One of north America's largest online sales houses, Gorilla Nation, is to launch in the UK. The company, which represents the likes of Playboy.com and Marvel .com, has laid out an aggressive growth strategy following an injection of VC cash and is recruiting staff for a London office. The sales house will target British companies, offering the UK audience that visits US dotcom portals.

Gorilla Nation has 220 staff across the US and a turnover of \$60-\$80m (£30.6-£40.8m). Following a recent investment of \$50m, Brian Fitzgerald, co-founder and president, said the company would "stick it out in London even if things are tough".

"A lot of the UK web sales houses have concentrated on .co.uk sites. But now many of the US portals appear heavily in the UK and there are more than enough UK eyeballs to warrant a UK shop," he said.

Fitzgerald said the company had taken the decision to launch in the UK because "companies want to use online for brand building".

"From an outsider's perspective, it appears that traditionally UK marketers are after a quantifiable ROI for their dollars, such as in the finance sector.

"But it's our gamble that this is changing and that people are using online more for branding," he added. "We believe they will want to get on our sites as a result."

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