



„I do marketing within
5 minutes!“

Klaus Lenk, Studio Cut, salon Essen

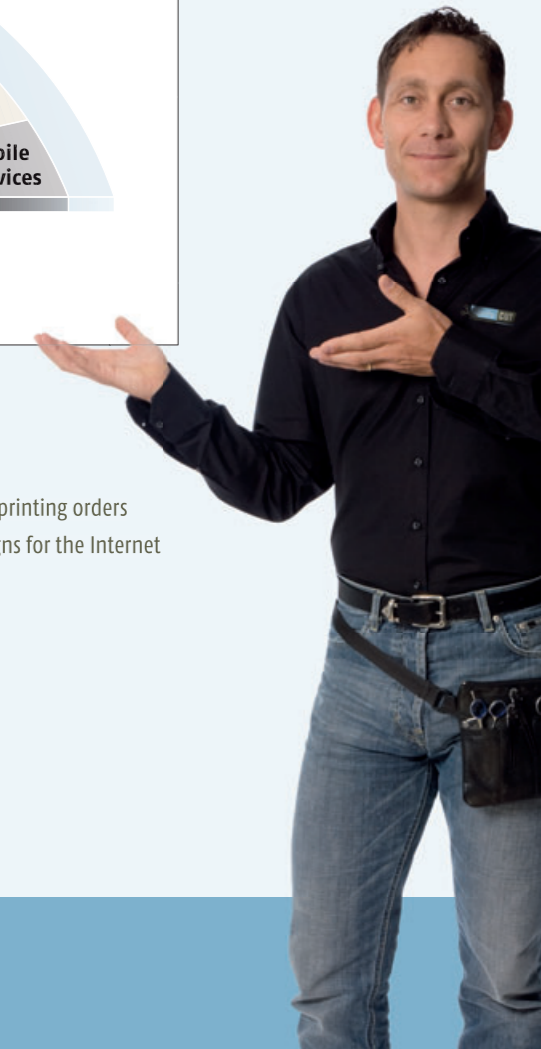
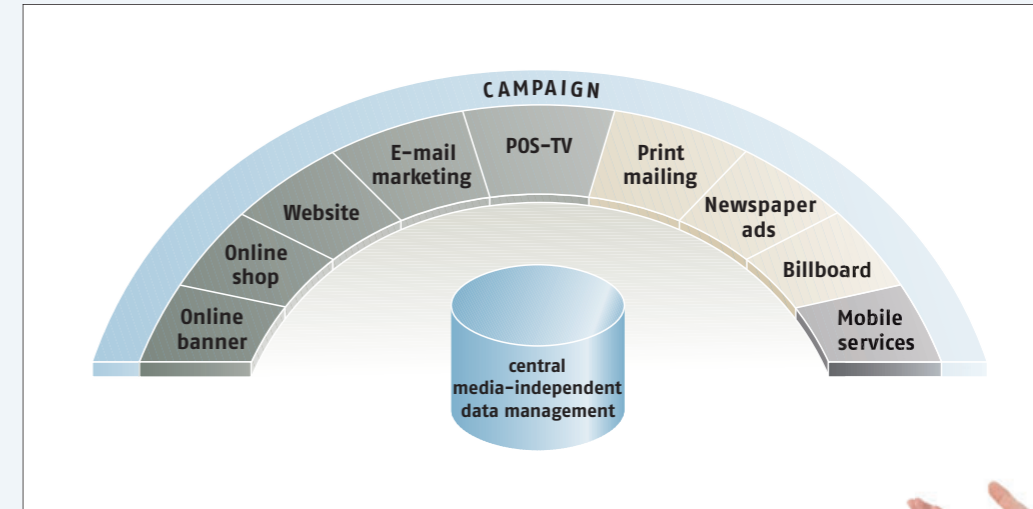
THE MARKETINGSTAR



More opportunities for your stores

Successful brand leadership depends on marketing activities that work in all media. BISON (Brand Integrating System ONline) focuses on store-based business concepts in need of marketing activities on site. With BISON you can easily and quickly develop a campaign without any prior knowledge.

Whenever stores, trade partners or franchisees need targeted marketing support, BISON by MEHRKANAL has the right solution – customized and proven in its application. This powerful system has already been integrated into various projects. See for yourself and test the great range of flexible solutions that make your store communication more versatile and more efficient.



How BISON works

The Brand Integrating System ONline (BISON) is based on a trendsetting principle: All components of a campaign are available from a media database. Apart from images, visuals, copy, multimedia data, product data and prices, this database also includes all layout alternatives according to the CI. The user simply needs to choose the preferred marketing measure, motif and copy or price information.

In just a few clicks advertisement or printing orders can be placed and/or online campaigns for the Internet or POS-TV can be created.



What if ...

I adapted my marketing to our local situation in order to be able to address my customers directly? Wouldn't we thus be able to implement advertising measures effectively and reduce wasted coverage?

I'd need a system that's easy to use. A system that helps me adapt the headquarters' campaign to our local use professionally and according to the CD. And, of course, time is money. That's why the system should be available at all times. Then I could easily do my marketing even outside business hours.

Quick and easy

In just a few clicks the store manager creates his next marketing measure.

1. Login

Simply type in your access code in order to identify yourself as a user. In the next steps all store-related data are automatically available.



2. Individualization

You can choose visuals, photos and copy with just a few clicks. The contents can be modified in different modules (e. g. by indication of prices, promotional copy or images).



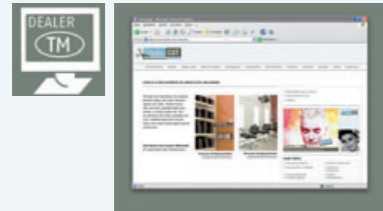
3. Choice of marketing measures

You can choose and book the various marketing measures to be implemented into a campaign from a list. Here you can also place printing orders and book advertisements on demand. Since the prices are already stored in the system you are guaranteed a full cost transparency. This supports budget planning in every single store.



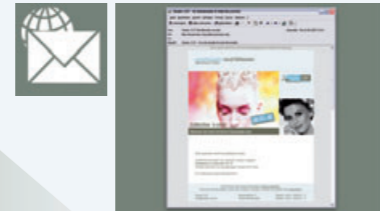
Store Website

According to the chosen contents the system creates an animated teaser for the store website. With just one click the animation appears in a preset spot on the welcome page of the store website.



Newsletter

A personalized newsletter is created according to the contents that were chosen for the campaign. This newsletter will be sent to registered customers and subscribers by e-mail. All addresses can easily be managed via BISON.



POS-TV

The campaign will automatically be translated into an animated movie. You can then watch it on a flat screen monitor directly in your store via internet-based POS-TV. The data for the movie are available online within just a few seconds.



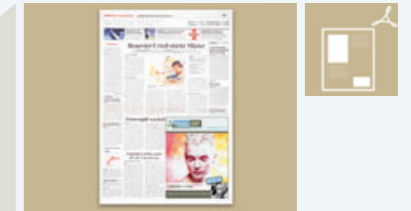
Print Mailing

With the campaign data you can create individual print mailing ready for press. If you prefer, you can also send them to an external service provider and have them printed and sent out. All address data can be managed via BISON.



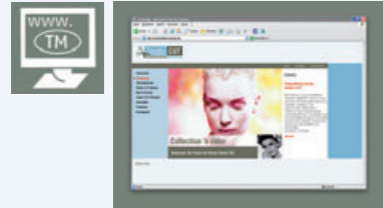
Newspaper ad

If you wish, you can create a newspaper ad based on your entries. Ads will be booked directly online and sent to a publishing company. The costs will be displayed by BISON.



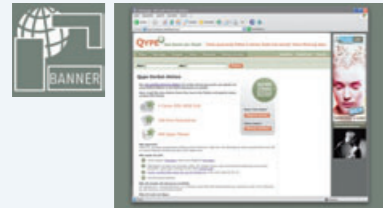
Brand Website

In centrally controlled campaigns a key visual is published on the brand website.



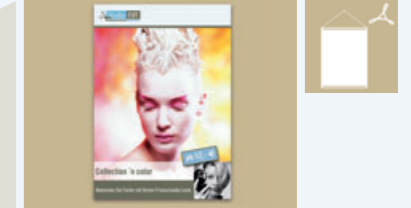
Online-Banner

The system creates an online banner according to the entries made.



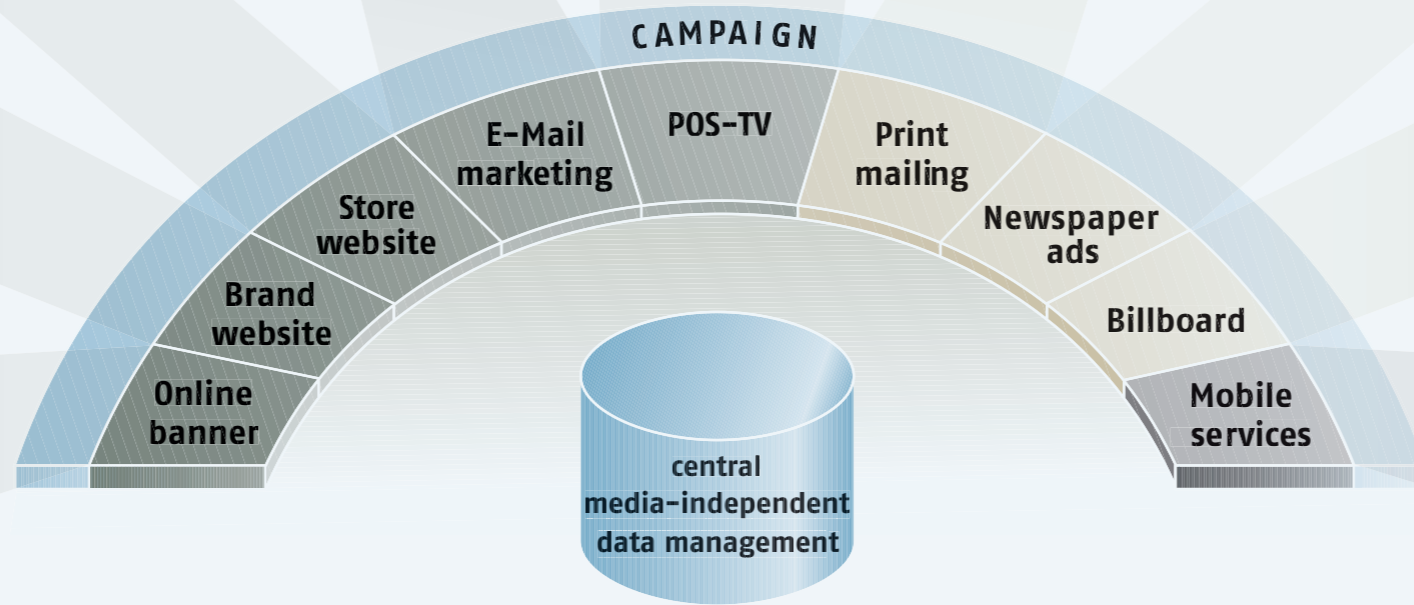
Billboard

Based on your entries a billboard will be automatically generated according to the brand's CD. All billboard sizes from A1 to 18/1 are possible. The data are sent online to your printing company. And just a few days later you will receive your delivery.



Mobile Service (SMS)

With just one click, special offers can be sent to registered customers' and subscribers' cell phones.



Good for the store...

When a store manager such as Klaus Lenk organizes his next marketing campaign with BISON, he actively supports the success of your brand.

• **Free choice of marketing measures**

In local marketing, store employees gain professional results in no time – thanks to predefined contents and automated implementation!

BISON guarantees a consistent brand appearance across all communication channels. At the same time, the right choice of communication measures increases its effect. Wasted coverage is a thing of the past.

• **Ready for use**

You don't need any prior knowledge to operate the system. Your employees will immediately know how to create marketing campaigns – fast, flexible and customized. And for your store this means, any employee and the store manager especially, can focus on their work. Operational procedures for local marketing measures will be faster and more efficient.

• **Transparent budget**

Store employees will always be able to keep track of the costs. BISON displays all costs and automatically calculates promotion allowances or discounts.



... and even better for the headquarters

BISON keeps your brand strong, makes your stores more attractive and improves the efficiency of your stores' infrastructure.

• **A strong brand**

Your brand's corporate design will be transmitted via all communication channels.

• **More attractive stores**

With BISON your stores can individually and precisely respond to the needs of different target groups. Moreover, they can react to local competitors' activities quickly and professionally. Personalized measures for customer loyalty such as for example print mailings make the stores more attractive as well.

• **More efficient processes**

In just a few steps your stores can launch a marketing campaign in no time while employees remain available for the actual course of business.

• **Comprehensive controlling**

BISON includes powerful controlling tools that help you analyze the costs and the success of any locally-led marketing campaign. Promotion allowances or special conditions are automatically taken into consideration.



Made for your brand

With BISON by MEHRKANAL you can create striking and targeted marketing campaigns that will become a sustainable competitive edge thanks to a consistent appearance and local specifications.

This powerful system is based on MEHRKANAL's sound know-how and years of experience in leading brands on and via the Internet. Numerous companies rely on the versatility and range of functions of customized solutions offered by MEHRKANAL. And in this sense, BISON is something special as well: it is not just a complex software package but a range of modules that can be combined according to your needs.

Such modules are also available as single units so as to help you make investments according to special requirements. System extensions are possible at all times.

Take advantage of a holistic solution supplying your stores with both comprehensive and professional marketing tools as well as consistent advertising messages. Achieve a sustainable effect by customizing your communication in your stores directly and create more efficient business processes. Try it yourself and experience marketing the easy way. With BISON by MEHRKANAL.

Would you like to learn more about BISON and try it for yourself? You can test the system at our website www.experience-marketing-the-easy-way.com.

We are happy to answer your questions or give you a personal presentation.

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PSA Finance Germany



PEUGEOT Germany



TONI dress



EMIL FREY GROUP Germany



mod's hair



BRAX





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BISON advantages:

- Easy and intuitive use
- Consistent compliance with the corporate design
- Modular and extensible system
- Automated order, booking and invoicing management
- Comprehensive central controlling of all stores and marketing measures
- Individualization and customization of the headquarters' campaigns
- Increase in efficiency/reduction of costs thanks to improved and centralized processes
- Campaign management via headquarters
- Available anytime and anywhere

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