

10 Years of Marketing Management with System

The Essen-based MEHRKANAL agency celebrates its 10-year company anniversary

The agency, founded in 2003 by Christian Behne, Markus Plaum, and Peter Steckenborn, can look back on a successful decade of continuous growth. The company is currently among the leading providers of Marketing Management Systems (MMS) in Germany. A staff of 80 employees services numerous internationally active brand manufacturers that trust in the individualized and comprehensive MMS solutions of MEHRKANAL. Its list of customers includes, among others, Ford, Intersport, Land Rover, Pirelli, Stihl, Jaguar, Kia, Iveco, Hyundai, Tamaris, Renault, Claas, Peugeot, Dacia, Opel, and Sonepar.

Limitless brand communication: globally controlled, regionally implemented – that was the idea followed by Christian Behne, Markus Plaum, and Peter Steckenborn, when they founded the MEHRKANAL agency in 2003. *“In these times of increased globalization, new challenges for effective branding are arising continuously. Commercial marketing is faced with more demands and regional sales and communication activities are becoming more important than ever before. The name recognition of a brand is therefore crucial. To ensure that companies with a decentralized sales structure achieve precisely this name recognition of their brand, we had to create a system that facilitated uniform brand communications at all times. This entailed extending beyond both borders and regions on all possible marketing channels.”*, reminisces Christian Behne, when looking back on the challenges of the early years.

From the concept of systematizing marketing came a system for perfecting marketing. The Marketing Management System of MEHRKANAL not only facilitates the realization of effective marketing campaigns with a uniform appearance and special local characteristics, but with the help of the 360° Systematics, the various communication channels can also be networked into one homogeneous campaign. For internationally active companies, an existing system can be adapted to any language desired and the respective country-specific peculiarities can be taken into account.

“The brand and the needs of the customer always take center stage,” emphasizes Markus Plaum. *“It is our goal to provide our customers with a customized solution and thereby make them more successful. To this end, intensive consultation with our customers is our top priority. We listen to our customers and in order to comprehend what the brand represents and what our system must*

accomplish for this brand. In this way, we guarantee to strengthen our customers' sales through successful brand communication."

This approach pays off. Over the past ten years, more and more customers have put their trust in the systems provided by this Essen-based specialist. What began as one system for a large German automobile manufacturer has expanded into a total of 56 systems. After 10 years, customers from 24 countries now have recourse to a total of 153 different modules for their regional marketing.

Says Christian Behne: „Our system is effective in that it is easy to operate and expandable at any time. But our customers cherish not only our high-performance system; they also appreciate our 80 employees, who use their many years of experience and flexibility to promptly react to changing customer needs and the dynamics of the market. For this reason, we will successfully and sustainably develop our customers' brands on into the future as well. That is our quality promise!"

Additional information about MEHRKANAL and the Marketing Management Systems can be found on the Internet at www.mehrkanal.com or via e-mail at info@mehrkanal.com.

Contact:

MEHRKANAL GmbH
Marketing Management mit System
Sheila Hallwaß
Wilhelm-Beckmann-Str. 7
D-45307 Essen
Tel.: +49 201 27303-464
Fax: +49 201 27303-564
hallwass@mehrkanal.com