

MEHRKANAL Puts Pirelli Dealers in Pole Position

Essen, March 20th 2013, The Pirelli group of tire companies supports its trade partners in Germany with a Marketing Management System (MMS) from the MEHRKANAL agency. Distribution partners of Pirelli Germany can now realise their regional marketing with a web-based communications solution, and can switch to the passing lane in premium tire competition.

With the MEHRKANAL Marketing Management System, the distribution partners can utilize a practical solution to professionally design their local marketing measures, for example pump handle advertising at gas stations or 18/1 large surface posters, and then automatically book them via the system. In addition, advertising subsidies are managed and directed via the MMS solution – everything in one single system and managed by a single service provider.

Through the Media Pool in the MMS, a large number of Media Assets are at the disposal of the distribution partners, for example image- videos for sales support – Media Asset Management (MAM) and Marketing Resource Management (MRM) in the unique design of the Italian brand.

With the introduction of the Marketing Management Systems, MEHRKANAL will support users with an in-house telephone support centre. The competent support agents cooperate with the trade partners providing advice and assistance.

As a further enhancement of the MEHRKANAL MMS, a Print Ad Module as well as an Online Banner Module, will be available for fully automated booking of campaigns via the AutoScout24 Portal.

About Pirelli:

The Italian Pirelli group of tire companies is one of the world-wide leading manufacturers in the premium segment. Founded in the Milan in 1872, today Pirelli operates 22 tire factories on five continents and is represented in the market in more than 160 countries.

For more than 140 years, the name Pirelli has stood for innovation, product quality and a strong brand. Worldwide enthusiasts of performance vehicles associate the brand Pirelli with the concepts of performance, safety and emotion. At the German location in Breuberg im Odenwald, Pirelli employs around 2300.

About Mehrkanal:

MEHRKANAL is one of the leading suppliers of marketing management systems, based in Essen. The company is specialised for establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, Mehrkanal optimises marketing and sales of numerous internationally operating brand manufacturers. The customer portfolio includes companies as Peugeot, Ford, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Intersport, Claas, Stihl, Iveco, Pirelli, Hyundai, and Tamaris.

Contact:

MEHRKANAL GmbH

Lars König, Head of Marketing and New Business, Wilhelm-Beckmann-Straße 7, D-45307 Essen
Tel.: +49 201 27303-450, Mobile: +49 160 99118462, Fax: +49 201 27303-550 koenig@mehrkanal.com,
www.mehrkanal.com

Press Contact:

BRANDTZWEI communications

Gabriela Kiss, Helenenstraße 37, D-53225 Bonn
Mobile: +49 160 97708199, Tel.: +49 228 9654905
kiss@brandtzwei.de, www.brandtzwei.de