

New advertising medium for Ford partners

Essen, 9th June 2011- With the presentation of the dealer's service offering, Ford relies on a new advertiser: The Ford Service digital picture frame. This new advertising medium is another module of the Ford's Marketing portal, which the agency MEHRKANAL has developed specifically for the regional marketing for the Ford dealers.

The digital picture frame supports the dealers in their service- as well in their components and accessories selling. The modern and striking presentation of the current product- and service offerings is used in the service- and direct reception or in the customer advisory service. The handling is convenient and varied: Dealers log in the Marketing portal of Ford and can generate/ create their own screenplays. Each screenplay consists of individual scene outlines, which can be adapted by requests and by demand with different texts and image motifs: For example to promote exhibition days or special offers. The individualised screenplay will be conveyed on the digital picture frame and play-backed full automatically. Moreover, by the strong integration of the module "digital picture frame" in the Marketing Management System, the singlesource- editing concept of MEHRKANAL will be further extended: Once entered data applies multiple usages in the most different communication channels. So the dealers save evaluable time and avoid inconsistencies in their campaigns.

With this new digital advertising medium, the Ford Service Organisation wants to emphasize the professional appearance of their dealers and wants to extend further the individual customer approach with the help of digital advertising opportunities at the "Point of Sale". Taking advantage of the offer, authorised dealer can establish their own individual contents for this innovative advertising medium. Moreover, the authorized dealer can order the hardware, the digital picture frame, directly at the Ford advertising service.

About Ford-Werke GmbH

The Ford-Werke GmbH is a German automobile manufacturer with headquarters in Cologne. The company employs at Cologne, Saar Louis and Genk, Belgium a total of 29,000 employees. Since the company was founded in 1925 in Berlin, Ford has produced over 40 million vehicles in Germany and Belgium. For further informations visit www.ford.de

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, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, Banque PSA Finance Deutschland, Esprit, Iveco, Tamaris and Ford. More on www.mehrkanal.com.

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