

## Marketing Portal for Kia in Italy

Essen, December 28<sup>th</sup>, 2011 – Kia Motors Italy simplifies the communication between headquarters and sales partners with a new marketing management system: the system solution comes from Mehrkanal and was implemented together with the Kia in-house agency Innocean Worldwide Europe (IWE) which is based in Frankfurt/Main. The web-based trade marketing platform serves Italian Kia dealers as central source for planning, controlling and performing their local marketing measures. Around 100 sales locations already profit from this system.

The solution which was developed by Mehrkanal links all processes of marketing – from planning to preparation of advertising material through to its distribution to media, service contractors and customers. In addition, there is the possibility to measure the success of all trade marketing actions through detailed reports and analyses, individually for every single dealer location. Along with the marketing management system by Mehrkanal, the Italian Kia dealers also appreciate a special service: a consulting hotline for the dealers is provided by Innocean Worldwide Italy from day one. In the near future, a complementary web-based module will handle the advertising subsidies between headquarters and dealers: then bookings will be exclusively available via the marketing portal.

With the new marketing management system, Kia Motors ensures, together with local dealers, that all campaigns are published corporate identity conform and are adjusted to the national Italian market at the same time. The marketing management system for Kia Motors Italy is the fourth marketing portal for the Kia Motors Group to be realized by Mehrkanal and Innocean Worldwide Europe.

Visit our press area on <http://www.mehrkanal.com/en/presse/>.

More information about Kia Motors and Innocean Worldwide in [www.kia.com](http://www.kia.com) and [www.innocean.de](http://www.innocean.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](http://www.mehrkanal.com).

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