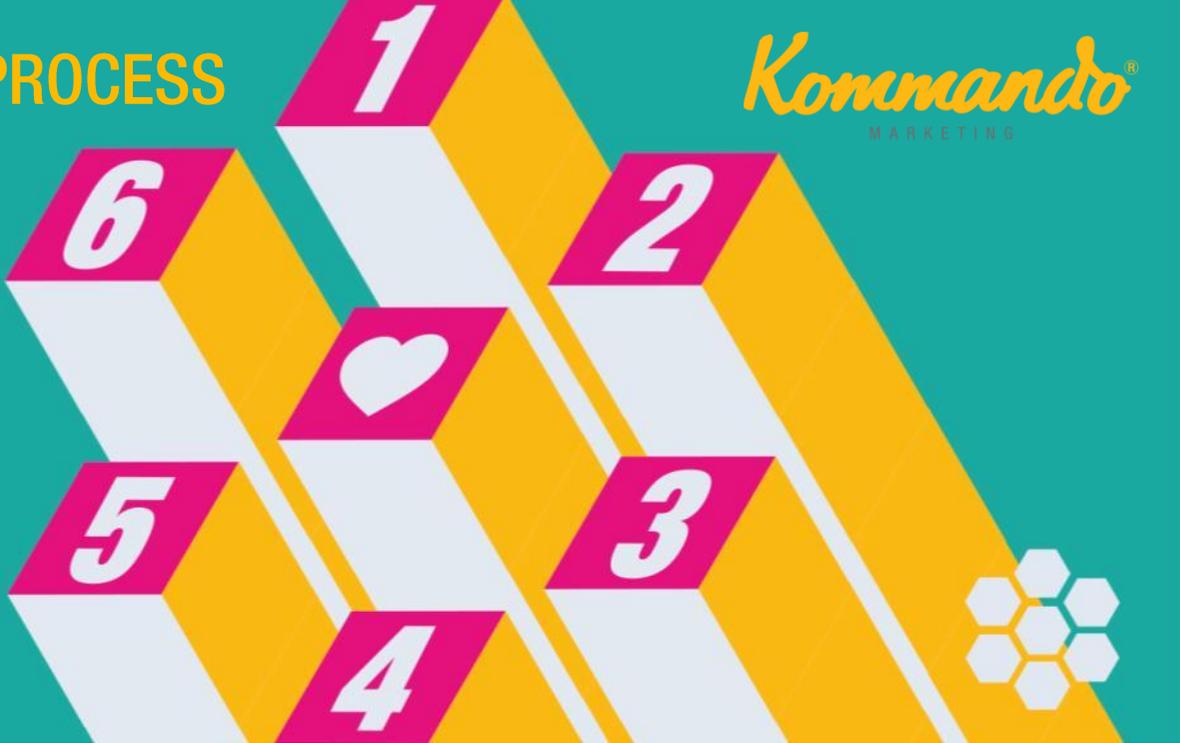


OUR PROCESS

Kommando[®]
MARKETING



www.kommando.co.uk

INTERNATIONAL EXPERIENCE::

At the heart of everything we do lies **true engagement with consumers**. We are pioneers in the growing field of experiential marketing.

Award winning Kommando was founded in the late 90's & has operated in **21 countries**. We devised the **first Pan European Bluetooth** campaign for Levis, launched a new fragrance for renowned **global fashion house Chanel** across **5 countries** and **captured global press at the Brits** on behalf of the *Kooks*.

We've turbocharged our brand experiences by investing heavily in patented technology, enhancing the depth and reach of brand engagement, particularly through digital and social marketing channels

You're in safe hands thanks to our enrolment in **ISO 9001** and undertaking accreditation for **British Standard 8901**.

Kommando[®]
EXPERIENCE MARKETING

SOME OF OUR CLIENTS::



BBC



nickelodeon

Levi's



emap

Disney



Jean Paul GAULTIER

mentos

Coca-Cola



DURACELL



Working directly with agencies & leading brands, we've been creating and delivering unique brand experiences for over 15 years.

Kommando[®]
EXPERIENCE MARKETING

OUR PROCESS::



We are experts in delivering experiential, ambient, guerrilla and field marketing campaigns with operational precision. Kommando build and measure effective relationships between brands and the 'always on' consumer.

Process is everything. It drives our campaigns and that's why our reputation for military precision has become legendary. At Kommando we differentiate ourselves from other field marketing agencies through our operational rigor.

After the initial appointment stage (which establishes critical information) we will apply a 6-stage process to all activity...

Stage 1

Immersion in the subject and alignment of stakeholder needs

Stage 2

Insight gathering and strategy formulation

Stage 3

Development of outline campaign proposals

Stage 4

Campaign design

Stage 5

Live campaigning

Stage 6

Campaign evaluation and final report





6 STAGE PROCESS::

Applied to all activity

Appointment stage: Establishing time frames and objectives

Prior to developing marketing strategy and creative, we will agree certain critical information with your team.

Stage 1

Immersion in the subject and alignment of stakeholder needs

We'll work closely with you or your agency to understand your marketing strategy and objectives to ensure the solutions we propose are on brief and on brand.

Stage 2

Insight gathering and strategy formulation

We undertake a period of intelligence gathering in order to formulate the best possible strategic approach. We'll fire up our highly experienced creative team with insights that will bring relevant and original creative solutions to the table.

Stage 3

Development of outline campaign proposals

Upon agreement of the brief, we will develop 3 potential solutions/proposals for presentation, eventually narrowing down to one. Our ISO 9001 accreditation, peerless risk assessment procedures, strictly applied health & safety regulations and robust public liability insurances means you can appoint us and relax.



6 STAGE PROCESS CONTINUED::

Applied to all activity

Stage 4

Campaign design

Linford Christie once boasted that he left the blocks on the B of the Bang of the starter's gun. That's a good philosophy. Trap well, lead from the front, make an impact, carry through to the end. That's what we aim for each and every day of each and every assignment. The chosen solution is worked up to the smallest detail from a journey plan, logistics & material requirements to risk assessments and resource requirements.

Stage 5

Live campaigning

When the campaign goes live our management team monitors and polices activity on daily basis. Clients can expect a verbal daily roundup in the first week of activity, followed by a weekly status.

Stage 6

Campaign evaluation and final report

We evaluate every job quickly and economically, giving you access to our data capture and statistical analysis in such a way that you can take your new found prospects onto the next stage of your brand journey. At the end of every campaign we encourage a formal debrief (from us to you) on all findings.

AT THE HEART OF OUR PROCESSES

1. IT'S A PEOPLE BUSINESS
2. KLOCKWORK STAFFING
3. WORKING PRACTICES
4. QUALITY MANAGEMENT CONTROLS



AT THE HEART::

Applied to all activity

1. It's a people business

We invest in our people. We immerse them in our clients' brands and help them to understand the market and the differentiators which you use to promote your brand.

2. Klockwork Staffing

Our Klockwork Management system provides real-time information and booking facilities for promo staff, ensuring that the right people are assigned, on time, every time.

3. Working Practices

Kommando's success has been driven by our robust approach to the way we develop activity.

4. Quality Management Controls

On top of everything else, we have proven compatibility with the Public Sector and a strong track record in social marketing. We are well versed in stakeholder liaison, risk assessment and management, MI reporting, delivery of VFM. Although our work is highly creative and often radical, we are actually grown-ups with sensitive political 'antennae' and a track record of dealing with Government at a senior level. We always apply carefully refined Project Management practices, developed using industry best practice (DMA, IPA, Marketing Society, ISP). Quality Management (QM) controls are built into all critical stages of project delivery.

Campaign development – how we will deliver:

Kommando will appoint a core Management team to work on ALL projects. This will ensure: Overall strategic understanding across all campaigns, regardless of size; Continuity of client-facing personnel to build relationships; Strong ownership of your business within our organisation, as well as shared responsibility; Knowledge build on specialist subjects over time, delivering further efficiencies with subsequent campaigns.



TESTIMONIALS::

Aftershock

"We found Kommando to be an excellent agency to deal with."

Strathclyde Police

"It was a delight to work with Kommando in this unique way to heighten awareness about the issues surrounding gang violence. Too many young lives are being lost by gang violence."

Iveco

"Kommando's activity not only delivered great numbers, but raised the bar in the industry."

Jim Beam

"We found Kommando to be an excellent team to deal with, subsequently the staff they provided delivered beyond our expectations."



Kommando[®]
EXPERIENCE MARKETING

CONTACT::



For more information contact::

Tel: +44 (0)141 643 3980

Email: missions@kommando.co.uk

