



MAIRDUMONT

**Advertising 2011. How to stay in
your customer's mind.**

Today advertising has to provide more than snappy slogans:

- It has to create a recognizable **benefit** for the customer.
- It stays in the customer's **mind** and is connected with something positive.
- The **price/performance ratio** must be right.
- Individual measures must be easy to **integrate** into a campaign.
- It instigates the customer to perform a certain **action**.



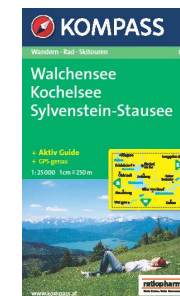
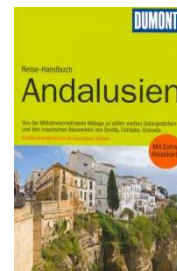
Your added value.

- **Overtly eye-catching:** attracts the customer's attention at the point of purchase and entices customers to visit your business and buy your brands.
- **Long-lasting advertising effect:** High-quality advertising media remains in use for longer, so you remain in your customer's mind for longer.
- **Your advertising message is optimally packaged:** As you can choose and combine the content of your advertising message yourself, it's well targeted towards your customers.
- **Strengthens customer loyalty:** Surprise your customers positively with a little "extra". That makes it easier to sell additional products or services.
- **Connect purchase decisions with positivity:** Intensify the demand or encourage impulse purchases.
- **Direct access to end customers:** less scattering loss compared to conventional advertising media and less cost-intensive.



This is what MairDumont Promotion delivers.

- **No. 1** in Germany's travel guide market
- Significant, **major brands**, such as MARCO POLO, DUMONT, BAEDECKER, FALK, and KOMPASS
- Fundamentally **positive topics**, such as traveling, leisure, health, and wellness
- MairDumont takes care of **the entire production process** for you – from concept to realization



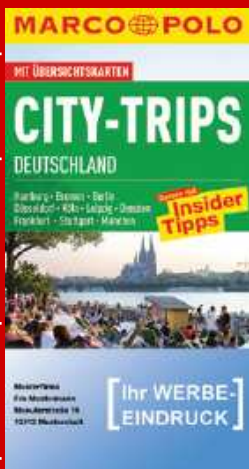
Your options.



Example: your trend guide as advertising media.

- Your own title
- Your own cover
- Your logo print
- Format and size of your choice
- You choose number of copies
- Combine individual content material, or use your own new content
- Integrate an ad
- Booklet within a booklet
- Book, freebie, tag...

Your content



Your title

Your format

Your logo

Support via cross-media measures:

- Special themes with your content, e.g. under www.marcopolo.de
- On-line route planner in your design
- Sell trend guides at your own on-line shop
- Your application for mobile end devices

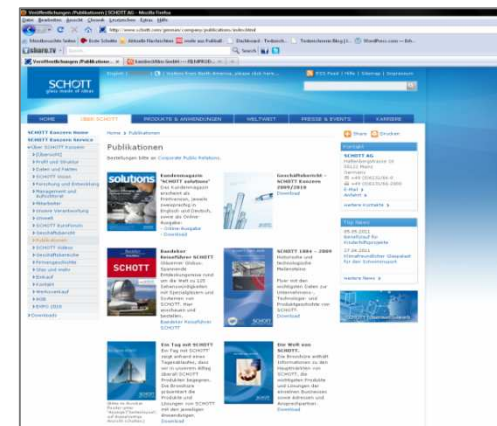
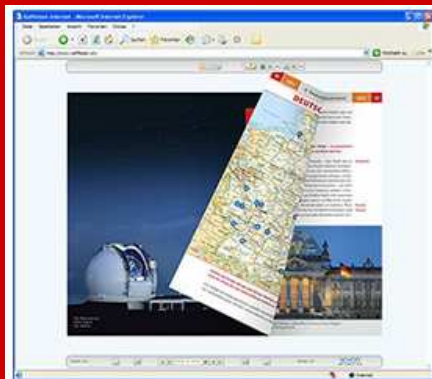
Campaigns with MairDumont Promotion at a glance. Example 1: Golden Kaan

- **Promotion at POS:** Golden Kaan bottles are accompanied with a 48-page Marco Polo travel guide and are a real eye-catcher on supermarket shelves
- **On-line:** Golden Kaan promotes the companion theme special about wine-growing districts in South Africa under www.marcopolo.de
- **Print:** Guide-in-guide in "Dumont direkt South Africa", post-it in "Marco Polo South Africa", and ads in other travel guides
- **Result:** High attraction level among your target group and increased impulse buying of the wine.



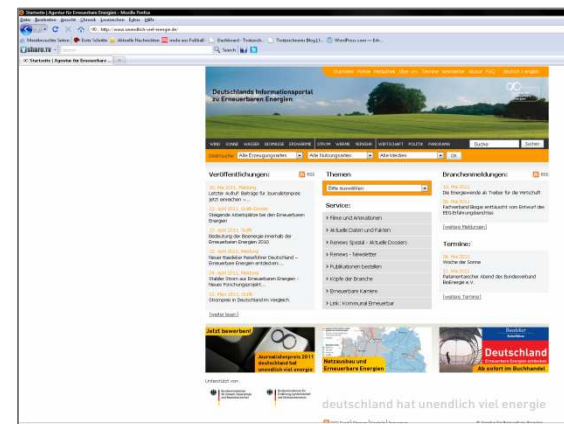
Campaigns with MairDumont Promotion at a glance. Example 3: Schott AG

- **Objective:** For its 125th anniversary, the international technology enterprise wanted to present unique objects developed and produced using its special glass.
- **Promotion:** Baedeker travel guide (expert for intelligent knowledge transfer) with the special theme "125 Objects of Interest" as a present for employees, the press, and lobbyists as well as available for on-line purchase.
- **Result:** Image product for corporate communication received silver award for "Best of Corporate Publishing 2009", winner of international German PR prize 2009 in the category "One-time publication"



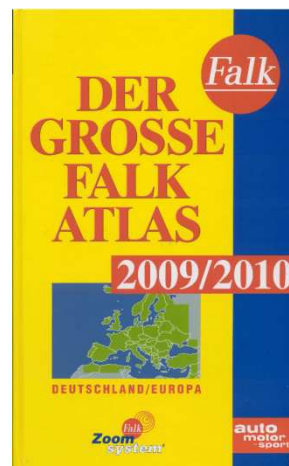
Campaigns with MairDumont Promotion at a glance. Example 4: Agency for Renewable Energies

- **Objective:** give families an understanding of renewable energies. Introduce companies that produce such, or elements of energy generation.
- **Promotion:** Baedeker *Germany – Renewable Energies* connects state-of-the art technology with exciting travel experiences, combining climate protection and leisure fun.
- **Result:** There is a brisk demand for the travel guide due the topicality of the theme. It is often mentioned in the press and was even presented in caucuses of Germany's Green Party.



Campaigns with MairDumont Promotion at a glance. Example 5: Esso and PneuService

- **Objective:** Show branch network and list of addresses in maps of Germany.
- **Promotion:** Atlases in corporate layout with individual map information based on Falk Atlas
- **Result:** High-quality atlases with personalized company information provide customers with a guide of added value. This way they remember the companies positively for a long time.



Our references.





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Request further information and ask for a free sample guide.

- Arrange an appointment with **Andreas Tilch**, Tel.: +49 (0)711 / 45 02 37 6
- For further information visit:
www.mairdumont.com/promotion
- All interested parties receive a free Marco Polo sample guide!





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