



KEYWORD MARKETING & COMUNICAZIONE

## COMPANY PROFILE



KMC specializes in promotional campaigns and field marketing operations aimed to diverse sales force - consumer, trade and sales force.

KMC designs and develops also corporate and marketing communication solutions, able to perform through any kind of media.

KMC offers the best solution for any specific need, through a single campaign or communication strategy involving integrated services aimed to reach results, highlights and awareness.

KMC is renown for the innovative technological approach (EFM® Excellent Field Management Platform) and for the Field Specialist Team, who carries out the projects.

### SERVICES

#### POP marketing

- sales & brand promotions
- assisted selling, product promotions & demonstrations
- merchandising & POS placement
- auditing
- mystery shopping
- trade support, sales support & retail staff training

#### experiential marketing

- promotional campaigns
- product demonstration & sampling
- in-store events
- guerrilla marketing
- road shows, events & exhibitions

#### promotional marketing services

- loyalty programs, contests and sweepstakes
- gift cards & points programs
- logistics

#### communication

- corporate identity
- advertising
- below-the-line
- POP & POS materials
- corporate videos
- web content
- mobile phone content
- e-learning content
- direct marketing

### COMPANY STRENGTHS

#### Synergies of integrated competencies

In KMC every project is studied, developed and managed by experts in marketing and sales, creative services, and our technical engineers: thanks to our synergies of competencies, creative ideas and business strategy are combined through digital management platforms which are designed and produced in-house.

#### Innovative and technological approach

The efficiency we derive from the use of IT translates every process into rational systems: exchanging information with our larger networks, timing of monitoring and of responses, achieving higher quality of results, through digital management platforms, EFM® Excellent Field Management by KMC, evolved custom software that can handle any project.

#### EFM® provides:

- complete control of the activity
- ability to interact with all the field workforce
- information and updating of all the project for out Field Specialists: project goals, client organization, competitors analysis, agenda, results, etc.
- clear and complete reporting for data and results (executive summary charts, diagrams, trends and forecasts, critical data, reports by zip code, competitor analysis, pricing, product availability, display ratio, etc.)

#### Field Specialist Team

KMC strength consists also in the internal high-profile staff of Field Specialist (promoter, merchandiser, trainer), selected through an accurate recruitment process, competitive, enthusiastic and pro positive. KMC Field Specialists are real retail experts, promoting the client's company brand on the field, selling its products and carrying on the client values.

### MAIN CLIENTS

Abbott, Alice, Autostrade per l'Italia, Avis, ICE, Mediaset, Samsung, Telecom Italia, Tils, TIM, Total, Imperial Tobacco.

### DIVERSIFIED INDUSTRIES

Telecommunication, Electronics, Pharmaceuticals, Energy, Institutions.

### CONTACTS

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