

Kommando digital

web | social | mobile | amplify





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EXPERIENTIAL MARKETING GOES DIGITAL...

Amplify your campaign and keep people talking.

Few consumers live in a world untouched by digital advancements. Kommando utilises **digital technology** and channels both as a stand alone activity and to tie in with existing marketing plans; **extending experiential campaigns** and **amplifying traditional marketing strategies**.

How do we do it?

We use a number of different tools, from **social media** to **mobile marketing** and **web design** to **digital follow up**. When developing the digital strategy we work with the brand or agency to identify the right approach to achieve their objectives, mixing and matching different techniques to come up with **the perfect solution**.

Clients include...





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THE KOMMANDO DIGITAL PLEDGE...

We will...

- Design and develop a digital presence that is second to none;
- Deliver within agreed timescales and on budget;
- Ensure your project is managed and maintained around the clock;
- Be here when you need us.

Don't just take our word for it...

"This amounts to two exciting firsts for the Levi's brand; our first global marketing campaign that was launched in Europe via our first ever online premiere. We made some impactful big brand noise across Europe whilst giving consumers the opportunity to view our latest set of seminal films engaging a whole new generation of jean's wearers."

Mike Joubert, VP Marketing EMEA, Levi Strauss



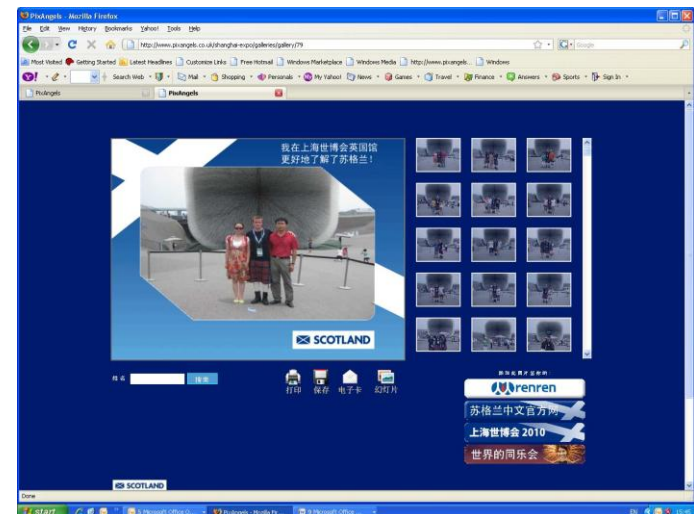
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As the first point of reference for many consumers we understand that websites play a crucial part in **building the credibility and identity of a brand**. Whether it's an intricately detailed and fully functional site or a one-off branded micro-site or portal for your event, you can count on Kommando Digital to get it bang on the money.

Kommando Digital design and build sites that **get people**, and most importantly **keep people, talking**. Professional, bespoke and tailored design, our sites get found, get leads and convert to sales.

Kommando Digital web services include:

- Website design and development;
- Social media integration;
- E-commerce;
- Email marketing;
- Content management;
- Search engine marketing and optimisation;
- PPC campaigns.



Fully branded bespoke portal for The Scottish Government

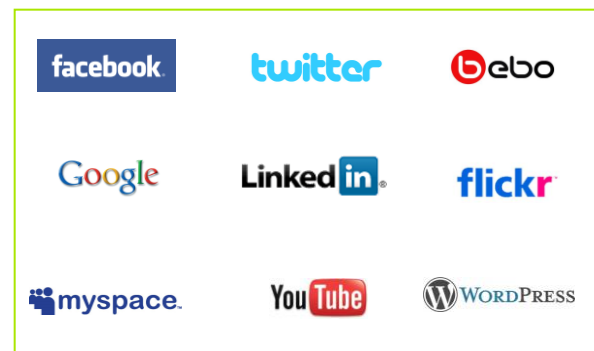


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Kommando social media and online seeding strategies encourage audiences to promote your brand on social media platforms, amplifying and extending your campaign. Because we all know that word of mouth is one of the most effective ways of getting your message out there, fast!

Kommando Digital social media strategies include:

- Video sharing;
- Photo sharing;
- Blogging;
- Social bookmarking;
- Social network marketing.



PixAngels Photo Marketing; Photographs Go Social.

Because we believe so strongly in the power of social media in today's marketplace we have invested in technology to facilitate online seeding and brand sharing.

Our PixAngels Photo Marketing Team provide your event attendees with branded photographs of themselves allowing them to share the experience via a fully branded picture portal. Through this portal they can view, download, e-card and seed their image to a range of social media platforms, sharing their picture and your brand with their friends. Which of course also provides you with data capture and fully measurable results.

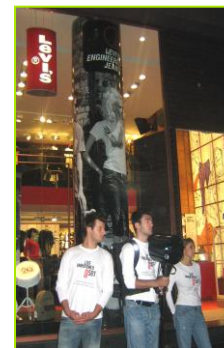
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Following the **rapid rise** of the smartphone, mobile marketing has become more important than ever and has given us the ability to **communicate and interact directly** with consumers.

Kommando were the first agency to carry out the largest simultaneous mobile marketing campaign – an integrated campaign for Levi's which was carried out across 11 countries over 1 weekend, see the images below (contact us for the full case study)!

Kommando Digital employs a range of mobile marketing techniques to bring your brand where it needs to be; **directly** into the hands of the **consumer** and their individual **environment**. They could be 2000 miles away in a location you have never even heard of or they might be lying in their bed just around the corner – the important part is that you can reach them **anytime, any place and anywhere!**

We use bluetooth technology, smartphone apps, text messaging, QR codes and locations based services to mobilise your brand, spreading your brand message in a **direct and engaging** way.



Integrated digital campaign for Levi's. Over 10,000 people engaged with the campaign in the space of only two evenings.

With an overall mission to drive online viewing of a new set of iconic films from Levi's, alongside PR, the campaign generated over 43,000 visitors to the site.



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You've built the site, you're conversing on social networks and your iPhone app is proving popular, now it's time to **amplify your brand...**

With many years experience at the forefront of experiential, guerrilla and field marketing across the globe Kommando know a thing or two about getting your brand message out there, and now Kommando Digital brings a new dimension to these campaigns; **amplifying brand messages beyond the event.**

Our client base covers a wide spectrum of company sizes, ranging from small local businesses and start-ups, to global brands such as Levi's, Iveco and The Scottish Government, and we provide this client base with **bespoke marketing campaigns** that work with their brand identities and messages.

In simple terms, **we get people talking** through our experiential, guerrilla and field marketing campaigns and keep them talking through our web, social and mobile based campaigns. We also **encourage follow up dialogue** with your consumers through various digital channels by building data-capture facilities into your campaign.



Kommando Digital; get people and keep people talking.

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