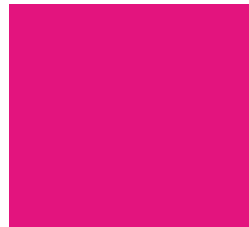




Kommando[®]

MARKETING



www.kommando.co.uk



**WE MAKE BRANDS
STAND OUT
FROM THE CROWD**

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

WHAT WE DO::



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.

To achieve this we use creative thinking, a wealth of operational experience and exclusive digital tools/technologies. We stimulate viral word of mouth, shift behavior and deliver tangible results.

Experiential

Focuses on the customer's physical as well as emotional experiences to build deeper loyalty



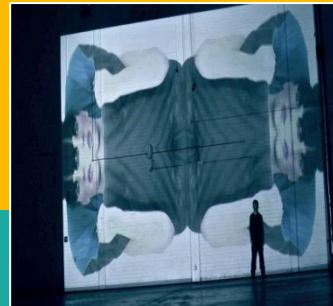
Field & Staffing

Innovative, creative and targeted field marketing campaigns



Technology

The bridge between physical experience and digital space



Guerrilla

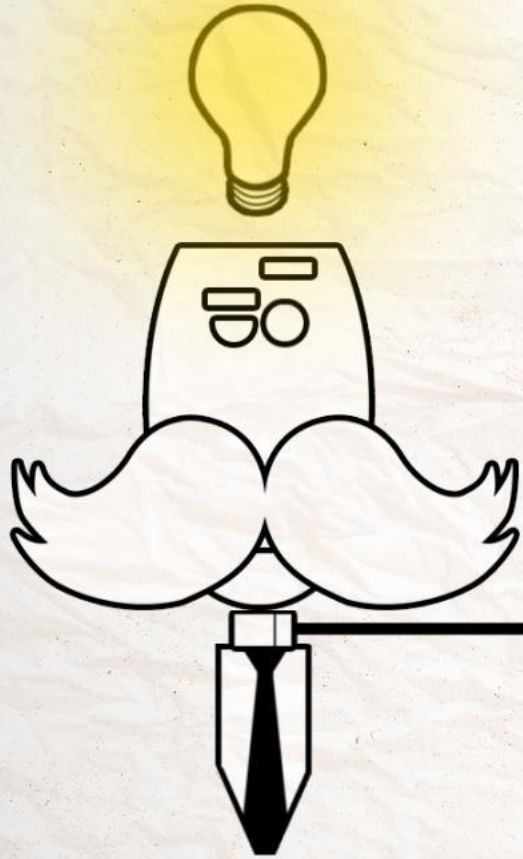
Permission based stunts or create buzz through street art and street theatre



Digital

In a world where people are perpetually connected we use digital to seed conversations and measure the event





**“ GREAT IDEAS ARE
NOTHING
WITHOUT THE
POWER
TO MAKE THEM HAPPEN ”**





EXPERIENTIAL MARKETING::

Experiential is the burning fire at the very core of any consumer marketing campaign and we use every 'tool' at our disposal, including social media and clever technology to fan the flames.

Well created and expertly delivered Experiential marketing focuses on the customer's physical as well as emotional experiences to **build deeper loyalty**.

This live interaction provides a **real, honest and believable** understanding of goods and services based upon the consumer's personal sensory, emotional, cognitive endurance, behavioral and relationship needs.



FIELD MARKETING::



Kommando can help to deliver a full field marketing campaign from **insight to creative**, through to implementation and post campaign analytics. Typical Field marketing campaigns would use a mixture of techniques from **Field sales**, **Mystery shopping** and **Sampling** to **Merchandising** and **Data-capture**

“Wonderful, I LOVE this field activity!” Senior Strategic. Marketing Manager, Scottish Government.

“The campaign worked well for us and fitted in with our key objectives – driving sales and awareness of Scottish produce in our stores. Should the government look to repeat this activity we would be keen to be involved again.” UK Tesco.



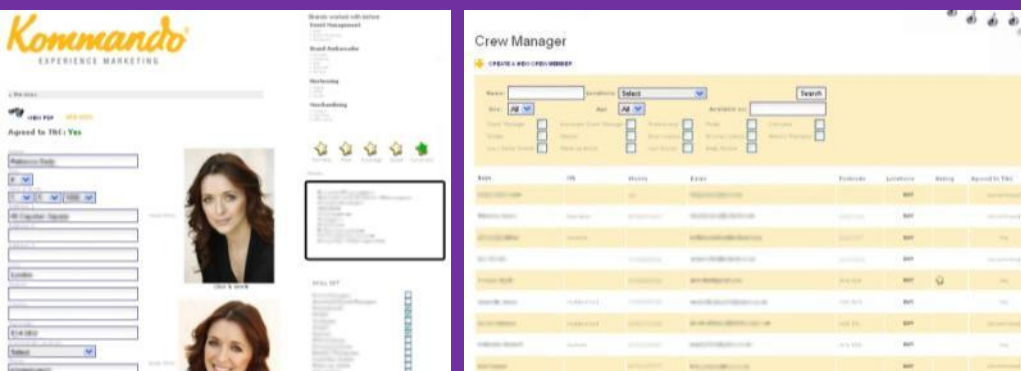


UNIQUE STAFFING::

We understand that sourcing the right face and personality for your brand is top priority, we do this through rigorous vetting and assessment procedures.

KLOCKWORK FM SOFTWARE

- In-house 3,000+ staff database, rating and booking system
- Clients can screen staff through biogs or castings
- Controlled entirely by Kommando (no third party agency hire)
- Full management, planning and quality control
- Only agency to have a sign in & out tracking device for staff as well as an opt-in facility opposed to cold calling.
- Client-visible rating system
- UK wide 24/7, 365 days support
- £10m public liability insurance & ISO 9001 enrolled
- Real time reporting and feedback





WE GET PEOPLE TALKING ...

SHARING THEIR EXPERIENCE



Kommando[®]
EXPERIENCE MARKETING



GUERRILLA MARKETING::

Kommando is the UK's first Guerrilla Agency. We use the **unexpected route** to deliver results. Kommandos' Guerrilla marketing campaigns insert brand messages into the space around us, resulting in immediate and everlasting impact. Guerrilla by name and Guerrilla by nature, we **shape opinions and behaviors** and count the returns.

We were there for [Chanel](#) launching *Keira Knightley* as the face of *Coco Madmosielle*, used the world's only [hand held video projectors](#) to ambush the *Brit Awards* for *The Kooks* and we turned Kensington High Street furniture into a giant makeup bag for Superdrug.



EXCLUSIVE TECHNOLOGIES & PARTNERSHIPS::



Kommando work in partnership with several innovative tools. Designed for greater consumer engagement, participation and brand activation. Flat, lifeless advertising is a thing of the past.

NOMADIX MEDIA

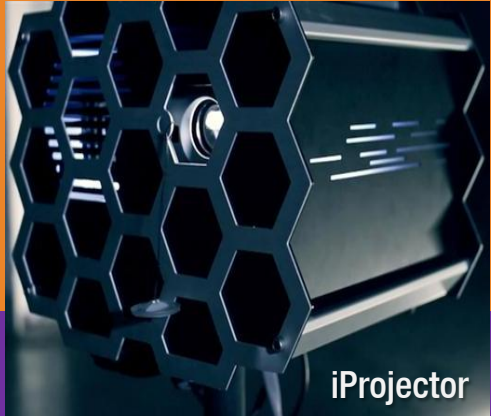
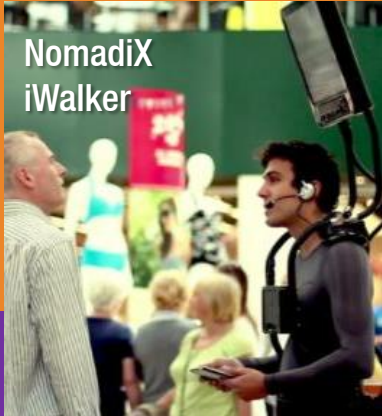
Entertain, interact, engage with and measure your audience using our patented mobile advertising tools. Choose from iWalkers or iProjectors.

PIXANGELS PHOTO MARKETING

Increase impact/brand engagement at an event or campaign and improve social media visibility/ drive traffic to a chosen websites through branded photography social media amplification.

POP UPS

The *pop up* units are customised containers that can be dropped, popped, shipped and then locked at night.





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."



CONTACT::



For more information contact::

Tel: +44 (0)141 643 3980

Email: missions@kommando.co.uk

