



Introduction

M&P, with more than 25 years experience, offers marketing- and below-the-line advertising-concepts as well as the implementation of promotions and merchandising activities.

Our core competence is our engagement and commitment to bring your brands-and product information to your customer through personal dialogue. The synergy of all our POS activities guarantees the success of your products not only during the promotion itself but also after.

Summary of Client Service

Consumer electronic product sales and promotion at Interspar hypermarkets

Service Details

Highly technically skilled and motivated sales promoters boosted the sales of a wide variety of consumer electronic products in October 2008 ranging from Laptops and Flatscreen TVs to Cameras, and Printers.

Results

Consumer electronic sales advice in hypermarket environment was welcomed by customers, they were convinced of the competent advisory service which was shown in sales figures.

Contact

IrenePelikoff@Eurosmg.eu



Marketing & Planung Werbeagentur

