

Prinovis Mobile Solutions & NeoMedia Europe add a new customer

Hornbach Austria chooses mobile marketing with 2D codes for its customer management

ProfiCard-carrying customers of the Hornbach chain of DIY stores in Austria can now sign up for a special service: following a one-time registration, vouchers will be sent to their mobile phones by SMS each month. Customers can redeem these 'mobile coupons' in Hornbach stores for useful and unusual benefits and services. The overall concept was developed by the Viennese advertising agency Dr. Kossdorff, which is relying on the services of Prinovis and NeoMedia Europe AG (formerly Gavitec AG mobile digit) to implement the various campaigns. All ads in this campaign were given 2D codes by Prinovis; the registered Hornbach customers receive personalised, likewise 2D-coded mailings. The mobile coupons may be redeemed via mobile 2D code scanners in the stores.

The use of 2D codes offers several benefits: the content, duration and validity of the promotion can be adjusted as needed at any time, while detailed reporting ensures full transparency about how each campaign is going and how customers are responding. Prinovis's strategic partner in this venture is NeoMedia, the leading provider of barcode scanners for Mobile Marketing, Mobile Ticketing and Mobile Couponing.

Press Release

Hornbach, with eleven stores in Austria since 1996, is taking this innovative approach in order to address its premium target group of ProfiCard customers personally via a new communication path and increase their number of store visits. Josef Zinner, Marketing Director at Hornbach Austria, says: "Precisely targeted advertising is the top priority for Hornbach. By employing this new form of customer communication, we wish to clearly underscore our innovation leadership while communicating benefits to our customers in an activating way. And people like it: customer response to date has been very positive, and registrations are in line with our expectations and on a steady rise."

More information on 2D code services at Prinovis is available at www.prinovis.com.

Prinovis was born in 2005 from the merger of all German gravure operations of the three companies Gruner + Jahr, Axel Springer and arvato. The company provides its customers with custom solutions for their individual print- and communication-related needs and wishes.

Press Release

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