



# Dynamic Marketing Guides

- Beyond Paper while enhancing the Internet -

- Brand Kits
- Best Practice Guidelines
- Price Policies
- Marketing Excellence Manuals
- CI Reference
- Tools & Techniques
- Merchandising Guides
- Brand Management Portal

**Inefficiencies:** Significant resources and funding are allocated to producing, dispatching, and monitoring internal and external guidelines, policies and procedures:

- Do you know who is really utilizing those guidelines and directives?
- Do you know if all those costly reference materials are still up to date?
- Do you know how to maximize the usage rate of the intranet/internet where those guides may be uploaded and made accessible to the user in an offline mode (e.g. traveling product managers)?

**Solution:** Paper has been the traditional marketing communication medium until the internet blossomed. Now the SmartCom Key from Philm offers the best of paper and the internet/intranet. The SmartCom Key is an interactive USB stick that provides you with a dedicated communication channel. It allows your target audience fast, easy, and secure access to current information even when offline. <http://www.philm.com> to view demo video.

**Benefits:** Reduce cost, eliminate waste, and communicate effectively by replacing paper guides and complementing and leveraging your intranet/internet solutions.

- Provides you with a dedicated communication channel to PUSH the latest information to your audience, quickly and conveniently.
- Makes your online reference guides portable and accessible with any computer at any time even when offline.
- Replaces paper providing a “green” solution.
- Allows immediate access to multimedia and rich content (TV spots, high resolution images, “heavy” PowerPoint presentations, etc.).
- Replaces CDs and DVDs which eventually become “obsolete” and are environmentally unfriendly.
- Enables monitoring of user behavior (information the user has accessed and frequency).
- Ensures compliance with brand guidelines as well as laws and regulations (e.g. copyright laws).

	Paper/CDs/DVDs	Philm	Intranet/Internet
<b>Object</b> (You can hand it out)	 ✓	 ✓	 ✓
<b>Access</b> (Easy and convenient , either online & offline)	✓	✓	✓
<b>Up-to-date</b> (Capability to update content remotely)		✓	✓
<b>Impact</b> (Enables easy access to videos and other rich media without degradation)	✓	✓	
<b>Tracking</b> (Possibility to guarantee content delivery)		✓	✓

Clients:

