



# MARKETING SERVICES & SUPPORT CAPABILITIES



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## GENERAL OVERVIEW

This document is intended to provide a summary of Chimaera's capabilities for assisting agencies in developing and /or implementing promotional programs.

More detailed information can be provided upon request at:  
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Chimaera and its strategic partners offers a unique value proposition by integrating key services associated with marketing, ecommerce and logistics industries to help our clients or our clients' agency's business problems while leveraging turnkey management efficiencies.

Chimaera's agency assistance includes:

- Concept development
- Licensed Premiums (*software, music, movies, online, etc.*)
- Collateral production support (*asset collection & rights clearing*)
- Technology Integration (*interactive, wireless, web*)
- Logistics (*order processing, fulfillment/distribution, operations management*)

Chimaera Europe has developed a 170-step process for managing our program deliverables to completion. Each of the above capabilities is typically required to develop, deploy, and manage promotional marketing programs. In addition to the a la carte services listed below, Chimaera maintains international legal, financial, and administrative resources to support agencies with their program deployment outside of Europe.

## CONCEPT DEVELOPMENT

Chimaera provides ideas and tools to our agency partners for achieving their clients' objectives. This means that we not only think "outside the box," we also can build the box.

While we provide outsourced production services to a variety of agencies, we can also assist agencies during the ideation process by offering a different perspective.

Our staff and partners are comprised of product marketing, channel marketing, agency, design, technology, and supply-chain specialists with international experience.

If it can be sold, we can usually help sell it more effectively.

We can help identify unique ways to present an offer, premiums for consideration, and transaction models that increase response rates and ROI measurability.

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- **Technology in premium promotions?**
- **The PC used to deliver adverts, with changeable scheduling, to the desktop?**
- Its here at last?**
- **Go to Technology Partners at our web site to find out more.**
- **Review the Full Circle technology platforms :-**

**Desktop EBoard™**  
**LaunchAd™**  
**DriverAd™**



## LICENSED PREMIUMS



Chimaera's personnel have over the years, initiated, maintained and negotiated contracts and business relationships with many of the worlds top intellectual property publishers for software, music, movies, and online content for promotional use.

This includes many of the big named studios and we are sure most below will seem familiar.

Agencies cannot deliver more cost effective brand association than entertainment premiums featuring brands such as Harry Potter®, Lord of The Rings®, FIFA®, X-Men®, The Hulk®, Bob the Builder™, Tony Hawk™, The Sims™, and thousands more. Kids, tweens, teens, and adults respond to promotions when they receive popular games, DVDs and music. We also provide custom packaging design and production to ensure client differentiation.

Agencies save time, money and headaches in dealing with individual studios by leveraging off Chimaera as their one-stop shop for premiums that families find endearing.



## COLLATERAL PRODUCTION SUPPORT

Every promotional marketing program requires communication with the target audience—and the typical vehicle for this communication is collateral.

In cases where entertainment studios are involved (music, movies, software, etc.) obtaining the proper marketing communications assets (usually in digital format) and securing written studio approvals of final advertising or collateral is difficult and time consuming.

However, Chimaera can help - whether print, interactive, web or wireless, Chimaera can assist the agency in a variety of production support areas to save valuable schedule time:

- Collection of digital assets from studios in the proper format (resolution, file type, etc.)
- Screening and editing of assets for completeness and correctness
- Trademark review
- Distribution of agency collateral to studios for rights clearing and approvals



**TECHNOLOGY INTEGRATION**

In today’s high-tech marketplace, consumers expect on-demand information and choices. This means that agencies must do more than simply combine discrete technologies/vendors, rather, they must understand how the pieces fit together to reach the desired outcome.

Chimaera understands how technology applies to channel sales and marketing environments. Sometimes less is more, in that simple web pages can be more effective than complex wireless content delivery – based on how the target audience prefers to communicate. Knowing the right tool for the job and when to use is an art.

Using the most advanced software development tools available, our application development team has developed a proven method to build fast, scalable, web applications that solve real business problems.

All projects start with a tested framework, developed and refined over the years while working with a myriad of customers and industries, and resulting in a complete customizable marketing solution.

**Scalability and Performance**

From the first line of code to the last, our software engineers design architecture with performance and scalability in mind, always load testing and performing stress analysis, to improve the performance, scalability, and architecture of the clients' software.

All of our performance-marketing applications are built on XML Web service standards, which enables both new and existing applications to connect with software and services across platforms, applications, and programming languages.

**Software Tools employed include:**

- Microsoft .NET
- Microsoft Windows 2000 Server

**Wireless capability includes:**

- WAP (wireless application protocol) enabled web sites
- International text message delivery across international networks
- Web Services
- Macromedia tools (Shockwave, etc.)
- HTML, XML
- Email Campaign Software
- BizTalk Serve

**E-commerce capability includes:**

- Microsoft .NET shopping carts
- CRM tools
- Performance Marketing Campaign Manager
- Secured ISP hosting services (in house)
- Financial processing via Verisign
- Merchant account processing (VISA Mastercard, Amex, etc.)
- US and European banking
- EDI order processing
- Verisign secured web sites
- Web Site Statistics
- Email/Viral Marketing
- Reporting



## LOGISTICS

While many agencies overlook the importance of logistics, Chimaera recognizes that an idea is only as good as the execution. As a result, we've spent years qualifying and integrating a global supply chain that supports the creation and deployment of localized marketing programs in Europe, North American, Latin America and Asia.

Whether processing and delivering rewards to individual consumers, or bulk shipments to the world's largest distribution centers for merchandising offers – we make it happen every day.



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### **Global manufacturing capability includes:**

- Media replication (CD-ROM, CD-R, CD audio, shaped CDs, DVD, DVD-R), including Macrovision SafeAudio & SafeDisc and Sony SecuROM technology
- CD silk screening and labeling
- Packaging production
- Print production
- Laser printing
- Inkjet serialization
- Procurement of purchased premiums

### **Global inventory management capability includes:**

- System-directed put away
- System-directed cycle counting
- RF technology
- Multiple storage methods
- Barcode inventory management and tracking
- Online inventory status
- Secured warehousing

### **Reverse logistics (returns) capability includes:**

- Single location of returns
- Single location of refurbish/ repacking
- Single location of liquidation/ disposal of merchandise
- Product testing and disposition
- Instant availability of first inventory for shipments and back order processing
- Expedited credit returns to customers

### **Shipping and Transportation capability includes:**

- Relationships with all major carriers
- Favorable rates
- Integrated multi-carrier shipping system
- Rate shopping
- Track and trace
- Bulk distribution (single point or multiple location deliveries)
- Single item/order end user fulfillment

### **Global fulfillment and marketing promotion support capability includes:**

- Customer service
- Pick and pack
- Kit assembly and custom packaging
- Label creation
- Collateral assembly
- Promotion literature
- E-Commerce fulfillment
- Consumer promotions
- POS/POP fulfillment
- Business to business fulfillment
- Content/prize fulfillment

### **Letter Shop Services and Postage Optimization capability includes:**

- Auto collation and insertion
- Metering
- Sealing
- Shrink wrapping
- Poly-bagging
- Hand assembly
- Bulk mail/direct mail
- First class mail

### **Merchant management capability includes:**

- Credit card/check/money order/ purchase order processing
- Multi-pay option
- Full AR reconciliation & reporting
- Management of charge backs
- Merchant numbers