

The Kiosk as Brand Loyalty Tool

Recipes for Success

Rich Germain investigates

Swiss food group Nestlé's 'Maggi' brand already has a customer reach of 88% in Germany – the highest in the country – and it cites close customer communication on all levels as a significant contributing factor to its success. So what possibilities does such a strong and traditional brand have for further consolidating its market position and developing an even closer relationship with its customers?

The brand's lofty objectives would be virtually impossible to achieve using just the standard advertising media, to which the customer is over-exposed during every trip to the shops. But an innovative in-store marketing concept developed by Maggi GmbH is just the tool to set the brand apart from its competition and create real added value for the customer.

Fresh Ingredients

The centrepiece of the new concept is a unique recipe terminal, designed to enable the customer to print out recipes for every occasion and to suit every taste, whilst also offering detailed information about the individual products involved. On the terminal's start page, the customer simply uses an intuitive touchscreen

interface to find the most appropriate recipe by selecting from various categories, such as 'recipes for every occasion' or 'the ingredients I'd like to cook with today'.

Kiosk supplier Polygon developed and operates the electronic recipe

terminals for Maggi in selected supermarkets across Germany, in collaboration with its two Dresden-based partner companies: Gekartel and 3m5. What really sets these terminals apart is the fact that they are updated and monitored daily via UMTS. The systems are virtually online and are linked with Maggi's own content-management system. This remote monitoring allows both accurate operational checks and recording of statistical data on a daily basis.

The Taste Test

For Maggi, the variability and adaptability of the Polygon terminals was a key point in their favour, said Ivo Reuter, Head of Trade Marketing at Maggi GmbH. "What's important for us is the fact that they are always up to date and the individual customer can input contents. They also offer high operational readiness. Polygon's online terminal solution fulfils all of these requirements to optimum effect. In addition, statistical evaluations enable us to monitor our success."


Ranging from the initial design and functioning prototypes to the first pilot devices launched in supermarkets, Polygon, as general contractor for Maggi, was able to

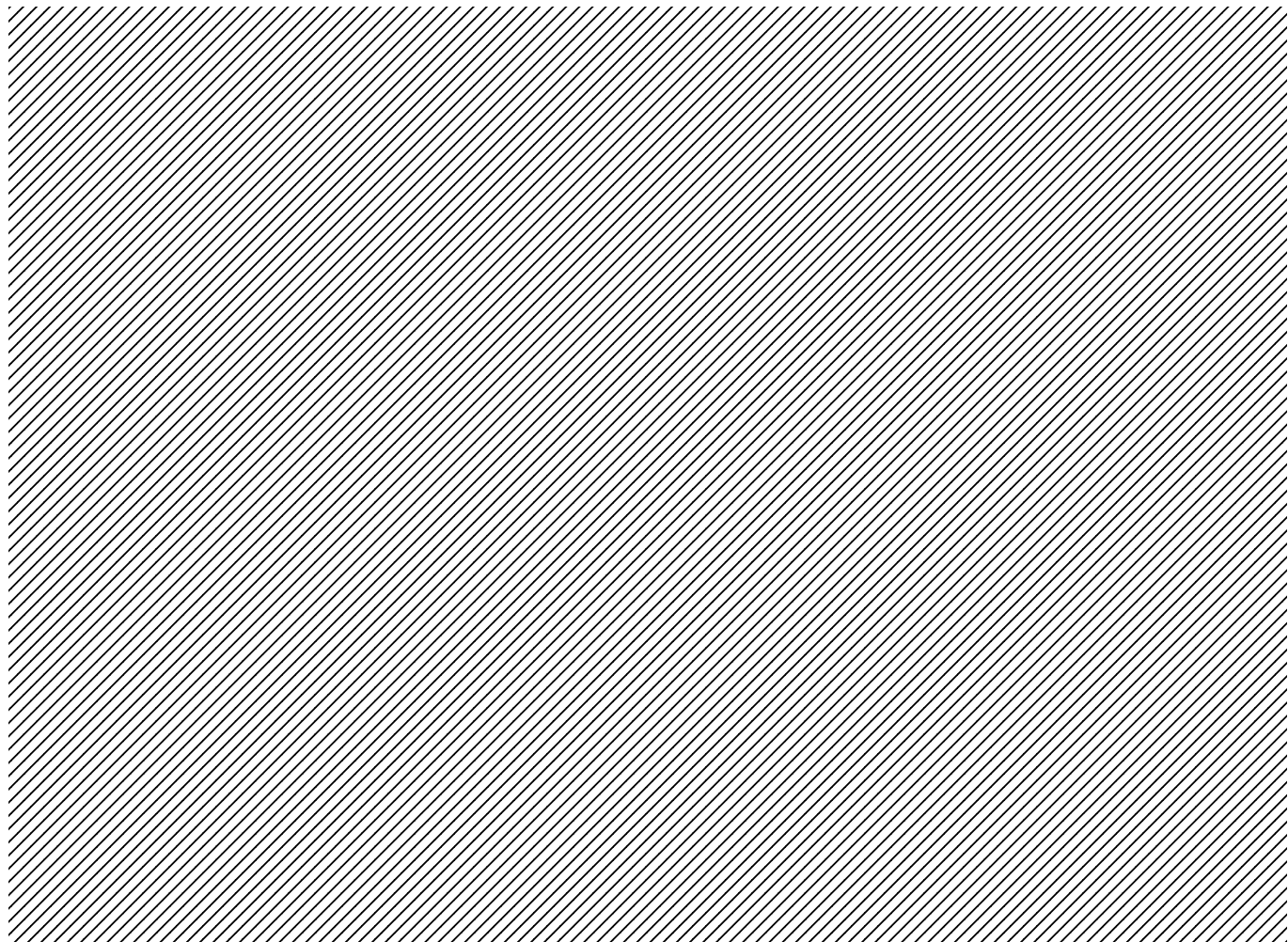


A customer making the most of Maggi

Maggi is a household name in Germany, immediately associated with a long and successful history of food production. It started out more than 100 years ago, with the launch of a range of readymade soups and the company's famous 'Maggispice', which has become the foundation stone for a wide variety of healthy, long-lasting food products. Maggi puts its success down to a guiding principle of strong customer dialogue, allowing it to constantly keep up with changing customer requirements and preferences. Its most famous platform for such dialogue is the 'Maggi Kochstudio', a well-known TV advertorial show on German TV and radio stations, whose recipe ideas and suggestions have become part of daily life for many consumers.

introduce its many years of experience in the implementation of specific requirements to create a functional and aesthetically-pleasing solution. The Polygon partners, Gekartel for operation and monitoring and 3m5 for the design of the user interface and connection to Maggi's existing content-management system, added the finishing touches to the overall solution.

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