

KMP

INTERACTIVE MARKETING & TECHNOLOGY





KMP is a digital marketing agency.
We provide creative and innovative digital
marketing solutions for a range of clients,
both large and small.

Welcome to KMP's digital hot-house.

KMP offers a unique combination of technical talent, creative flair and internet marketing expertise, all of which blossoms under one glass roof. Our experience covers the whole range of interactive design and e-business marketing solutions, including web design, content management, email marketing, social networking, blogging, search marketing and network analysis, as well as hosting and support services.

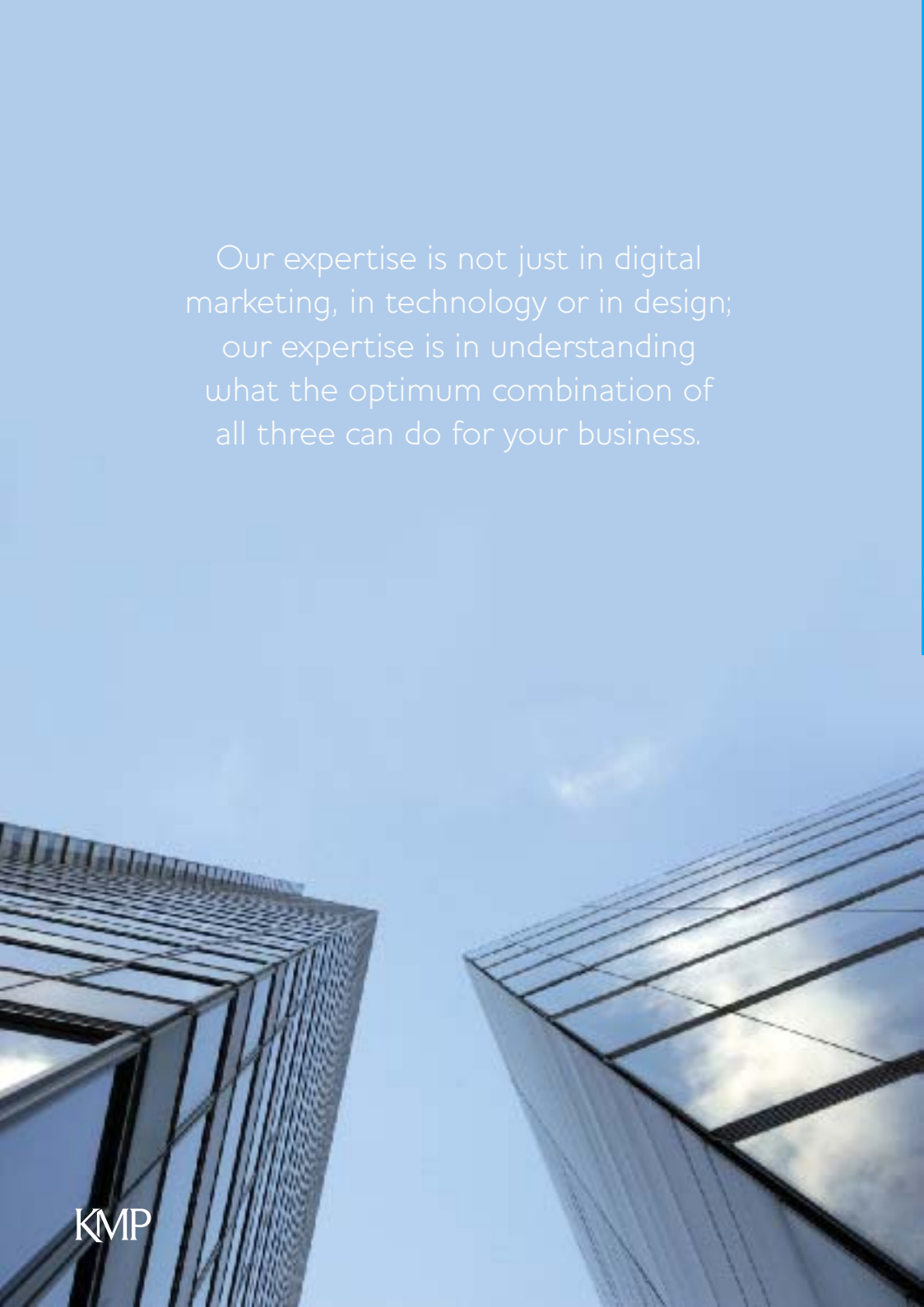
The internet dominates our world.
Forever changing.
Continuously evolving.
Shaping our future.
But how well do you understand it?

We do.
Our business is built on it.



If you plan to stand still, you'll go backwards.

We've been working with the internet since 1994 – longer than most digital marketing agencies. There have been a lot of changes since then and we have to learn new skills every day. Understanding the context and impact of those changes on your business is vital to its long-term success. That's where we can help. We pride ourselves on being at the cutting edge of digital marketing. With our expertise and knowledge, you can ensure that the growth in the internet and interactive technology changes your business for the better.



Our expertise is not just in digital marketing, in technology or in design; our expertise is in understanding what the optimum combination of all three can do for your business.

Our Expertise.

We will work with you to deliver digital solutions to suit the specific needs of your business. As well as our own e-business services, you will benefit from the knowledge of our expert partners, such as IBM, CreativeVirtual, Market Sentinel, C2 Software and Sitecore and their industry-leading digital technologies. We're passionate about what we do and want you to be passionate too. It's not just about growing your business with us, it's about working on exciting and creative interactive projects.



The next step. We will show you the way.

We work with you to understand where you want your internet marketing to take you. Together, we'll discuss the different routes available to get you there. And then we'll provide the technology and the creativity to deliver that vision.

It's all part of our unique Discovery, Design and Scoping process. Discovery is about helping us – and you – understand exactly what you want the project to deliver. Design not only delivers your key marketing messages and how your brand is perceived by others, but how the messages and marketing functionality are brought together in an elegant technical solution; and finally, scoping enables us to specify the innovative technical solutions that will deliver the results to take your business to the next level. In short, we work with you to understand where you want your internet marketing to take you.



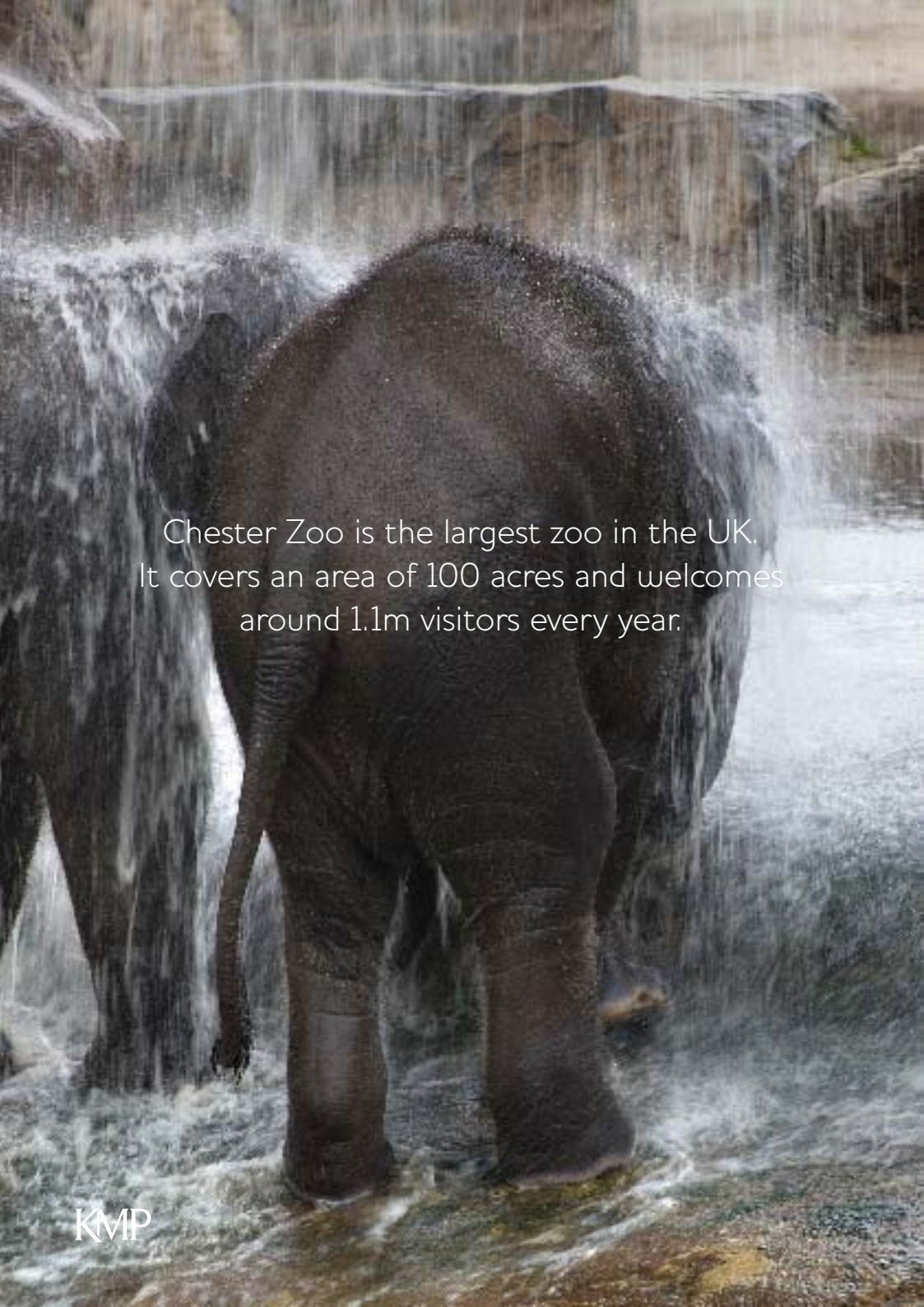
Manchester Airport is one of the largest, busiest airports in the country. It handles over 22 million passengers every year and flies to more destinations than any other UK airport.

CASE STUDIES

The Manchester Airports Group

We have implemented a fully content-managed travel portal, integrated with several external systems and travel feeds. Our most recent work includes a ground-breaking content management system which consolidates the website content for the four airports of East Midlands, Humberside, Bournemouth and Manchester Airport into one system, as well as a new online car park booking system. Since its launch, the new system has contributed to a 300% rise in on-line car park revenues. <http://www.manchesterairport.co.uk>





Chester Zoo is the largest zoo in the UK. It covers an area of 100 acres and welcomes around 1.1m visitors every year.

Chester Zoo

KMP has worked with Chester Zoo to design and build an innovative and creative new website. The aim was to increase the conversion rate of online visits to actual visits to the zoo. The website therefore needed to be more than a static online presence, it needed to engage, intrigue and interact with users. Using some of the latest social networking tools, we integrated an online photo sharing facility enabling users to upload and share their own photos of visits to the zoo. We also implemented a content management system enabling Chester Zoo to manage the website content themselves. <http://www.chesterzoo.co.uk>





Sportech is one of the largest online gaming companies in the UK. It provides a variety of betting and gaming opportunities, including the Football Pools, to over 1.5 million online customers.

Sportech plc

KMP was commissioned by Sportech plc, owners of The Football Pools (formerly Littlewoods Football Pools), to create a portal for its growing interests in web-based football gaming, bingo, poker and fixed-odds games. The portal brings together six Littlewoods sub-sites - football, lotteries, instant win, bingo, poker and casino – into one central web page. We designed the look and feel for the main portal and three of the sub-sites, and we worked in close partnership with two specialist agencies on the gaming management and customer relationship management systems for the portal. <http://www.thefootballpools.com>





Client List

KMP

INTERACTIVE MARKETING & TECHNOLOGY

- British Gas
- Capital Incentives
- Chester Zoo
- Direct Line Insurance
- Givaudan
- Global Group
- Hurst & Co Accountants
- Kingfield Heath
- Liverpool 08
- Littlewoods Shop Direct
- Mainline Digital Communications
- The Manchester Airports Group
- Party Gaming
- Renold
- Royal Liver Assurance
- Stanley Leisure
- The Football Pools
- Triton

There's only so much we can tell you in a brochure.

You can find out more by visiting our website at www.kmp.co.uk

Or contact Bill Daring, our chairman, or Jon Keefe, managing director, at:

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