

Comzo Store Concept

- for a greater shopping experience

Comzo Store Concept is specially developed for the retail industry. We offer retailers their own in-store Comzones where brands can market themselves directly in the shops.

From a brand perspective

From a brand perspective our in-store Comzones are a new media channel to reach the customer when they are in a position to buy their products or services. It is a very effective way for brands to reach their target groups. Experience has shown us that direct communication between brand and consumer in a store environment automatically increases sales. Mobile phone free-wares also have an enormous viral spin-off possibility since mobile phone users often share information they have received on their phones with friends and relatives.

From a consumer perspective

The Comzo Store Concept will give the consumers a greater shopping experience by allowing them to download branded special offers, video trailers, music, discounts, mobile coupons and product information directly to their mobile phones while shopping. Comzo Store Concept establishes a brand consumer relationship directly in the shop and places the brand in one of the consumer's most personal belongings - the mobile phone.

From a retailer perspective

Retailers also benefit from using in-store Comzones. An in-store Comzone is a great source of income since retailers can offer the zone as a marketing space to in-store brands on a campaign-basis. Just like brands buy advertising space in a public environment they now have the possibility of doing it directly in the shop

From Zone to phone to the web

As a part of the business idea our goal is to link different media channels to each other creating synergy and consistency. Our in-store Comzones offer just that kind of link. For example - receiving a WAP link on your mobile in a Comzone will automatically grant you access to the brand's WAP site from your mobile phone as soon as the link is received. On the brand's website further dialog and purchase can be made and a long-lasting "mobile relationship" can be built for the future.

Comzo Store Concept is win-win-win concept for customers, retailers and in-store brands.

