
Press Release / Presseinformation

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WRH Marketing AG launches “Global MemoStick® Alliance Program”

***Hinwil/Switzerland, October 27, 2011* – Three years after MemoStick’s relaunch in Amsterdam in autumn of 2008 WRH Marketing AG has announced the initiation of a “Global MemoStick® Alliance Program”.**

MemoStick®, the exclusive and self-adhesive advertising format for the front page of print media is enjoying increasing popularity around the world - among both advertisers and publishers. Numerous success stories from advertisers as well as the growing number of highly creative local, regional and national MemoStick campaigns on newspaper front pages, in magazines but also in direct marketing, demonstrate the great attractiveness of this advertising format. Publishers rely on MemoStick as a significant source of additional revenue.

The company WRH Marketing AG based in Hinwil Switzerland, part of WRH Walter Reist Holding AG, along with its 24 subsidiaries worldwide, supports advertisers, publishers and printing companies with a complete range of MemoStick-related services, including support for advertiser acquisition and campaign consulting as well as direct publishing house and MemoStick promotions, with MemoStick material in numerous variants, including complete order processing and a comprehensive range of machines for industrial applications of MemoStick.

To give MemoStick the importance it deserves in connection with print media but also in cross-media use in advertising campaigns, WRH Marketing AG will launch the “**Global MemoStick® Alliance Program**”. Its format is intended to be strongly marketing-oriented and to be equally

WRH Marketing AG
Industriestrasse 1
CH-8340 Hinwil
Telefon +41 44 938 70 00
Fax +41 44 938 70 70
info@wrh-marketing.com
www.wrh-marketing.com



accessible to both the advertising industry as well as representatives of print media publishers.

Membership will be free of charge. Members are to be given the opportunity to present and position themselves via various “**MemoStick Awards**” nationally and internationally, acquire a variety of benefits, exchange ideas about this issue specifically, to form partnerships and launch regional, national or even international MemoStick campaigns.

WRH Marketing AG is now announcing the following seven-point program as well as functional components of the Global MemoStick® Alliance Program:

1. Establishment of an international “**Executive Committee**” of two representative advertisers, two agencies, two publishers or publishing company executive boards, two people from ad marketing and sales, two journalists and a representative of WRH Marketing AG. WRH Marketing AG welcomes feedback from any interested parties.
2. Establishment of an independent **jury** for the selection of MemoStick Award winners.
3. Annual presentation of MemoStick Awards in three categories:
 - A) “**MemoStick Design Award**”: awards to be given to MemoStick creations in various sectors of the advertising industry, e.g. in transport, retail, services, events, leisure, publishers’ self-promotions, etc.
 - B) “**MemoStick Campaign Award**”: awards to be given to MemoStick campaigns that distinguish themselves especially by the creativity of the entire campaign, while also including other advertising formats, e.g. interaction with the medium itself or other print media, cross-media creativity, etc.
 - C) “**MemoStick Response Award**”: awards to be given to MemoStick campaigns based on an evaluation of their effectiveness and response rate.



4. Program to collect **loyalty points** and **loyalty discounts** with **special benefits** for members, for example for MemoStick material and equipment purchases or servicing.
5. Organization of an international **MemoStick Event** to be held regularly.
6. Free MemoStick **sales training sessions** for members.
7. **Platforms for communication** among members plus an online platform accessible only to members of the Global MemoStick® Alliance Program with regular publication of best practices.

The Global MemoStick® Alliance Program is to launch in early 2012. The individual program components are still being developed during 2011 and will be presented to the international advertising industry and publishers of newspapers and magazines as well as direct marketing companies.

If you are interested in free membership of the Global MemoStick® Alliance Program and/or involvement in the Executive Committee please contact info@memostick.com

The Global MemoStick® Alliance Program is the responsibility of Bernhard Leicht of WRH Marketing AG, Bernhard.Leicht@wrh-marketing.com

www.wrh-marketing.com

www.memostick.com



((Captions))



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Due to its prominent and exclusive positioning on the front page of a newspaper or a magazine MemoStick creates extraordinary attention.



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Local, regional and national MemoStick campaigns are possible. MemoStick fits best e.g. for promotions, discount campaigns or lotteries where its impact is highest when interactivity is triggered.

Please send a sample copy to: WRH Marketing AG, Kommunikation,
Industriestrasse 1, CH-8340 Hinwil, Switzerland.

