

Booking posters on the web – iBrams application at Ströer

“The problem-free networking and seamless integration of decentralized customer structures with individual requirements on location are particularly interesting. For strongly decentralized companies with very elaborate sales networks in particular, such as the automotive industry, simplifying media processing for out-of-home advertisements is an important factor for the efficient application of the medium.”

Jan Hardorp
CEO of Ströer Sales & Services GmbH

STRÖER
out of home media

Initial Situation

Ströer Out-of-Home Media AG is a specialist for reaching mobile target audiences and the leading provider of out-of-home media in Germany.

The importance of out-of-home media has significantly increased within the past few years as people are becoming more and more mobile in their professional and private lives. For companies, this means that they must increasingly be able to reach their target groups out-of-home.

However, it is difficult to place posters in the precisely correct locations. To facilitate order processing and thus gain new customers, Ströer searched for a partner with whom to develop an online reservation tool for out-of-home media.

The Solution

Following the in-depth evaluation of all available solutions, Ströer developed the web portal StröerLIVE! based on iBrams. The aim was to offer decentralized companies a tool that allowed the complete presentation of solutions in one integrated solution. This includes the upload of print-ready materials by the customer's agency, the individualization process by the project manager, as well as the selection of display locations, booking and the entire order processing.

In addition, customers can at all times add functions crucial to them from the standard offer of iBrams without media disruptions or system changes. This includes the customization of advertisements, mailing processing, the production of POS/POI materials, the handling of corporate printed matters, and much more.

Success Story

The advantages for Ströer and its customers are obvious – with StröerLIVE! iBrams users who are already able to customize, design, plan, book and produce their marketing and communication materials can now also use these options for outdoor advertising.

Users can quickly and simply choose individual poster advertising materials online, receive a map-based overview of the respective setting, individually design the motif and book it online. In addition to the setting information, every poster location also includes information regarding availability, costs, and photos. Further, an online overview informs about the incurred production and booking costs.

“The problem-free networking and seamless integration of decentralized customer structures with individual requirements on location are particularly interesting,” said Jan Hardorp, CEO of Ströer Sales & Service GmbH. “For international or strongly decentralized companies with very elaborate sales networks in particular, such as the automotive industry, simplifying media processing for out-of-home advertisements is an important factor for the efficient application of the medium,” he added.

CDO Corporate Design Online
Hanauer Landstr. 135–137
60314 Frankfurt/Main • Germany
Phone +49 69 405 66 93 0
Fax +49 69 405 66 93 11
info@ibrms.com • www.ibrms.com