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Press Release

New Business: Cocomore Wins NORMA Group

Frankfurt am Main (Germany), December 3, 2018 – Digital agency Cocomore successfully came out on top against two renowned competitors and won global market and technology leader NORMA Group as new client. The specialist in Engineered Joining Technology solutions which is headquartered in Maintal, Germany, is now relying on Cocomore to optimise its B2B distribution chain.

A first result is a microsite for the independent automotive aftermarket segment and can be found online on http://norma-aftermarket.com with immediate effect. The microsite skillfully and competently presents NORMA Group's high-quality brand products NORMA as well as ABA. For this purpose Cocomore uses the radiant power of well-known NORMA Group top-sellers, such as TORRO®-Clamp, to not only provide information on the entire portfolio to independent car repair shops as well as wholesalers, but also inspire the latter. In addition the website promotes comprehensive insight into the various requirements of all decision makers in the distribution chain and in this way significantly improves communication between NORMA Group, and all other parties involved.

Cocomore's Director Consulting, Robert Petzold, adds: "Our solutions provide a communication bundle for the entire buying centre of NORMA Group clients. This project combines our extensive marketing, IT consulting as well as experience design expertise and supports our client to open up new potentials and further growth."

Besides being in charge of concept, design as well as front-end implementation of the microsite Cocomore also answers for content development and management as well as the SEM concept of the platform. Further projects are in the pipeline.

Responsible at Cocomore plc are Robert Petzold (Director Consulting), Sandra Külsheimer (Project Manager and Account Director), Alexander Springer (User Experience Design), Peter Engels (Creative Director Visual Design), Inga Meyer (Professional Designer Visual Design), Christian Flach (Editing) and Christoph Gahmann (Senior Frontend Developer). Liable on the part of NORMA Group are

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Steffanie Rohr (Director Marketing DS EMEA) as well as Isabel Ruth (Marketing Manager DS EMEA).

<u>Über Cocomore</u>
As an agency for marketing, IT and experience design, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 180 employees at the Frankfurt, Cologne, Geneva (Switzerland) and Seville (Spain) offices. Cocomore's clients include HDI, Nestlé, Procter & Gamble, Merz, Tele Columbus and TVH. The agency has implemented projects in more than 30 countries.

For more information please visit: www.cocomore.de

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