

Our loyalty and co-op program experience.



Make your customer's customers yours.

If you have a co-op program, we'll GUARANTEE to make it better!



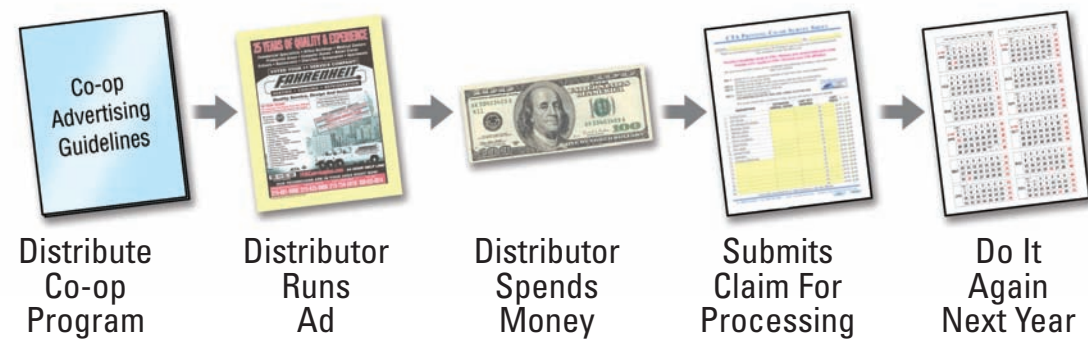
Kennedy Recognition Marketing
POWER OF RECOGNITION...THE POWER OF CHOICE

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Typical **Dysfunctional** Co-op Program:

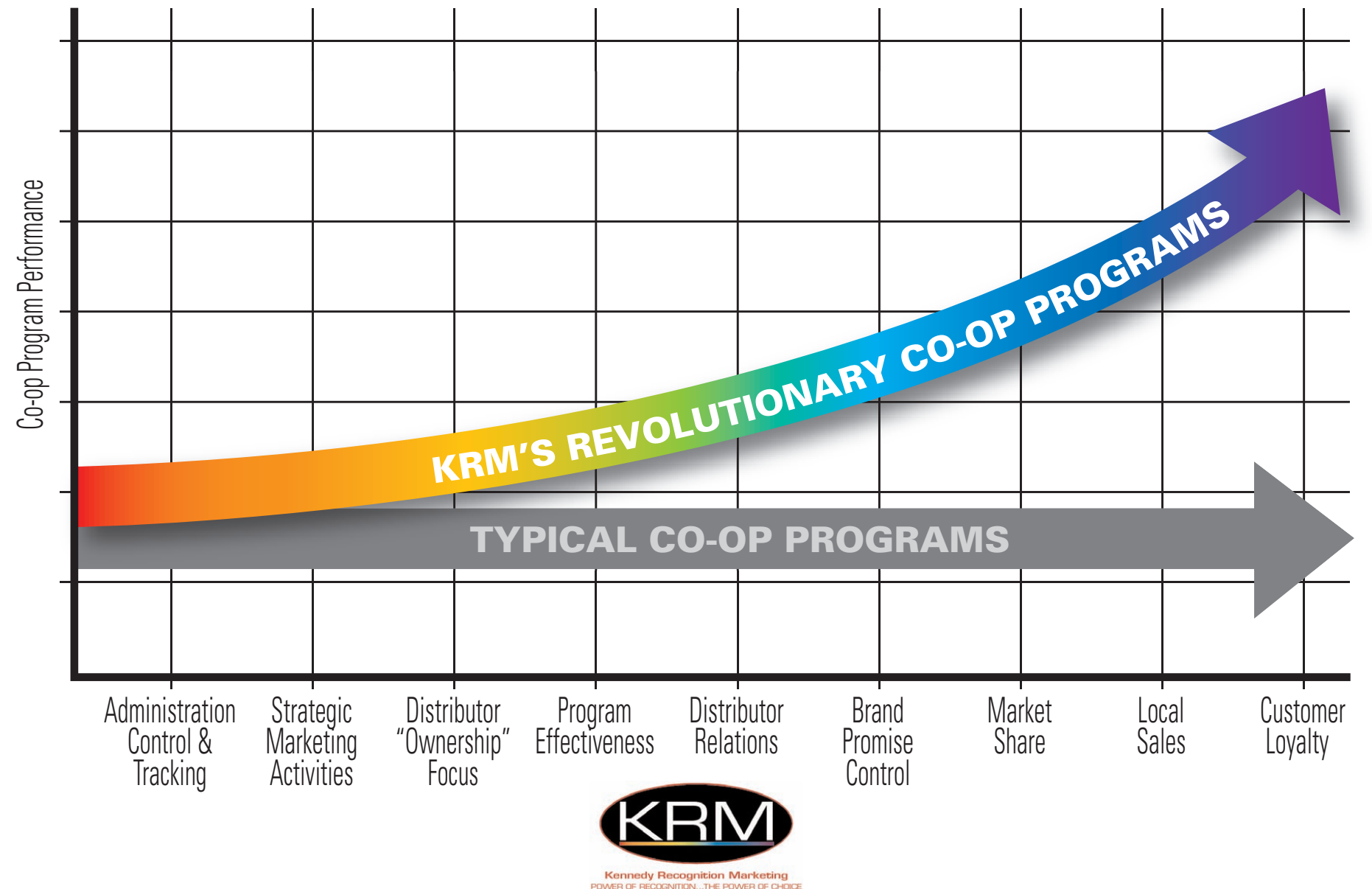


Typical Results:

- “Poor distributor participation.”
- “Underutilization of co-op funds.”
- “Administrative headaches.”
- “Weak distributor marketing knowledge.”
- “Can’t measure effectiveness.”
- “Too many logoed golf balls.”
- “Fund mismanagement is a nightmare.”
- “Frustrated sales channel.”
- “Distributor’s ad was rejected.”
- “Co-op is a low priority.”
- “CFO’s rejoice when funds aren’t spent.”

While...

You try to increase sales at the local level.



How KRM's Effective Co-op Programs Sell More:

Creative co-op program ideas motivate the channel to sell.

Automated custom ads are localized and branded the way they should be.

KRM's distributor liaison provides professional marketing assistance.

Distributor turnkey co-op programs are effective and easy to participate.

Automated co-op administration systems provide error-free access 24/7.

Distributor and customer loyalty programs build devotion to your brand.

KRM guarantees a return on your co-op investment!