

## Press release

February 3, 2010



**Spikly**, the digital consulting agency of **Keyrus** unveils the **MAD®** concept: A “Sustainable Marketing Affinity” to serve brands.

*Spikly invents and sets up a new methodology to meet the requirement of brands on the Web.*

*Established just a few months back, the **Spikly** agency attempts to develop new offers aimed at advertisers. **MAD®**, which is at the heart of the **Spikly** project, is a novel way to look at digital issues of brands.*

**Levallois-Perret, February 3, 2010 – Spikly**, the new digital strategy consulting agency of the **Keyrus** Group, was designed to respond to market trends. The agency assumes the task of bringing a new vision of online marketing and offers high value-added services to its existing and prospective customers.

*"Even though the Internet is part of our everyday lives since over 10 years, its use continues to change significantly. These are the inflections that we follow step by step to rethink about what we thought was absolute and final regarding online marketing," comments Gad **Abitbol**, Managing Director of **Spikly** Agency. "The Internet today is the most influencing media; we take its help to form an opinion before a purchase, to give an opinion after purchasing, etc. It gives instant information and can thus not only be seen as the medium of information, but also of confidence, comparison and participation: it is a metamedia," continues Gad **Abitbol**.*

For all these reasons, the Internet cannot be considered in the same light as the other media. It was necessary to **create a working methodology** in order to draw the maximum value of the investment made on brands on the Internet and **professionalise online marketing**.

### **MAD®: Definition(s)**

- Affinity Marketing aims to **compartmentalise the offer by affinities**, shared values and interest centres, without enclosing the targets in stereotyped categories. Affinity marketing allows a quick and efficient setting up of tools and operational action plans and is ideal for Web use. It also allows advertisers to better define and understand their targets and thus **create conversations** with them.

- The "sustainable" concept is essential to this methodology because it favours the relationship of communication. Caroline **Sizaret**, Consulting Manager of **Spikly** comments: *"Consumers are no longer naïve and understand the technical communication of companies. This change in awareness has forced us to rethink the way we work and recreate the communication that we offer them. We must drop the 'one-shot' campaigns and create an ongoing dialogue with consumers."*

## MAD® – Case study

Thus, **Spikly** has set up a large distribution brand name, a complete communication solution to better control the online presence of the brand and its e-Commerce website. From visibility of the website to the acquisition of qualified traffic via "affinity" campaigns that are very focussed and are modified in real-time according to their effectiveness by repositioning of the brand name, it is a significant work on the online presence of the brand that bears fruit. *"We attach a lot of importance to the complementary nature of our centres for excellence that form a real value chain to serve our customers, each link being a different business,"* adds Arnaud **Chalopin**, Strategic Planner of the agency. *"Regarding this client, we initially had an e-Reputation concern to which we responded by repositioning the brand."* The advantage of such an organisation is that it allows brands to grasp the complexity of the Internet with all the strategic support necessary for the success and consistency of actions that brands employ on the Web.

For further information -> [www.spikly.com](http://www.spikly.com)

---

## About **Spikly**

**Spikly** proposes a package deal ranging from Web strategy & marketing consultancy to implementation by designing interactive communications tools in all digital channels.

It supports brands in their strategy, design, and performance analysis of the engaged communication tools.

30 people – Agency positioned as "Pure Player"

- Consulting: Research and Strategy Planning, Media and e-Marketing
- Creation, content production
- Technologies & New Media (Mobile, TV etc.)

**Spikly** is an integrated entity of the **Keyrus** Group

Further information on [www.spikly.com](http://www.spikly.com)

## About Keyrus

A major player in consulting and integration of Business Intelligence and e-Business solutions for Large Corporates and ERP/CRM solutions for the Mid Market segment, **Keyrus** currently employs close to 1300 associates in 10 countries and has been helping its clients optimise their performance by offering them a comprehensive range of services in the following fields:

- Business Intelligence - Performance Management
- E-Business – Web Performance
- Enterprise Management Solutions (ERP/CRM)

The **Keyrus** Group is listed in Euronext Paris (Compartment C/Small caps - ISIN Code: FR0004029411 – Reuters: KEYR.LN – Bloomberg: KEYP FP)

Further information on [www.keyrus.com](http://www.keyrus.com)

Jean-Eudes **Oumier**  
**Keyrus**  
Communication Department  
+33 (0) 1 41 34 10 00  
[rp-keyrus@keyrus.com](mailto:rp-keyrus@keyrus.com)