

AFTER SALES

Strong Business Models

Sophisticated concepts and excellent strategies are the pillars of successful after sales – something of which our STAR experts are keenly aware. They offer innovative services, initiate optimization processes and find solutions that are perfectly tailored to your needs. Using intelligent technologies, your processes can be better organized, coordinated and managed. With the support of the STAR experts, you can make the most of your resources and secure your competitive edge in the long term.

Record sales of the Mercedes-AMG calendar 2021

Mercedes-AMG GmbH, a subsidiary of Daimler AG, has entered into a partnership with STAR COOPERATION following a search for a reliable partner for their advertising material. Through the license allocation, the STAR experts have been given full responsibility. And this is what they did with it!

The starting point. The focus of this partnership is on taking over product development and management, coordinating global sales and managing payment processing independently. STAR is ideally suited as a long-term license partner as its experts offer a wealth of experience in all the required areas.

The goal of Mercedes-AMG is to establish a long-term, standardized process for the supply to global dealers. This will consistently ensure that high-quality products easily find their way to global dealers, customers and fans.

The solution. STAR COOPERATION is more than able to handle these challenges, so a long-term collaboration has been agreed. The STAR experts got to work straight away with plenty of personal responsibility, creative ideas and concepts. Among other achievements, a new, exclusive online store was designed for the sale of the calendar, and the existing e-commerce platform was optimized for the B2B market so as to impress with a high-quality range of advertising materials. The constant further development of the processes, the products and the business is already paying off: the successful roll-out of the strategic solutions with accompanying marketing measures led to outstanding sales of the advertising material range. On top of that, our experts ensured record sales of the Mercedes-AMG calendar 2021. The 12 hyper-realistic compositions by the photo artist Michael von Hassel thus found their way to numerous fans.

AND ACTION: big cinema for movie cars

A lot has changed for us in 2020. There were no major events, fairs, conferences or conventions. However, our customer – a well-known German automobile manufacturer – remained unflappable. To avoid the dangers of COVID-19 yet still allow for a live event, the customer brought the idea of the drive-in movie theater event to life. Our STARS showed great commitment and provided support with an integrated advertising campaign to get the event off the ground!

The starting point. Our customer was unable to carry out planned events with its customers in 2020 owing to the lockdown. A new idea with a strict hygiene concept was therefore needed. The health of the participants and employees could not be endangered under any circumstances. However, a large live event was still desired. The idea? A drive-in movie theater!

The goal. The planned drive-in movie theater event is meant to be an unforgettable evening for all participants. In addition to an action-packed film, there was also exclusive catering and a presentation of the original movie cars. Of course, in strict compliance with all hygiene rules.

The solution. Our STARS took on the consulting and production management of print products for this spectacular event. The following print material was created in close cooperation with the customer: tickets, consent forms, popcorn cups, fence banners, canvas banners and beach flags. The event was a great success! The aim is therefore to repeat the event in 2021 with new ideas from our STARS. What will they come up with for 2021?

PROJECT HIGHLIGHTS AFTER SALES

Individual communication for sensitive topics

Communicating sensitive topics appropriately? This is where the experts from our STAR subsidiary sense&image are simply unbeatable! They know the ins and outs of print and digital media as well as brand communication in the medical field. Every day, they strike the right chord when it comes to targeting patients and healthcare professionals (HCP).

The starting point. In Germany, there are currently at least 8 million people with diabetes. Our current customer Abbott is one of the world's leading healthcare companies, helping people in all phases of life lead more energetic and healthier lives. Their main goal is to create life-changing technologies to make the world a better place. In the Diabetes Care division, work on innovative solutions is therefore carried out every day to help people manage diabetes and to make their everyday lives easier. The pharmaceutical group also supports healthcare professionals and sales representatives with various documents for personal patient communication.

The goal. All product information relating to the FreeStyle Libre diabetes management system in the DACH region needs to be created in a country-specific and target group-specific manner through close collaboration. This mainly involves print documents such as brochures, fliers, training material, order documents and material for exhibition stands. In addition, material is supplied for digital trade fairs, and animations and presentations are designed for target groups.

The solution. This year was again characterized by numerous exciting and varied projects for which the experts from sense&image were able to offer their wide range of services. Their instinct for precision targeting of specific audiences and their extensive expertise in corporate design guidelines were in demand once again. Their support with the product launch of the new FreeStyle Libre 3 diabetes management system was a particular highlight. For this project, they designed test packages, integrated text and graphics into brochures, created animations and videos, and developed various fliers. The focus was always

placed on the different target groups. In addition, the experts provided creative material for virtual exhibition stands and ensured that Abbott stood out from the large number of exhibitors. Our experts are very much looking forward to upcoming tasks and new challenges.

Fragile is a thing of the past – supply chain visibility is the present

Complex supply chains are subject to numerous risks along the way and are prone to disruptions at many stages, especially during such uncertain times as these. If only we could predict and identify risks early on. Could we? Our experts from the LOGISTICS division turn wishes into a reality and operate the "STAR Supply Chain Control Tower". This prevents disruptions, and risks are actively managed to ensure products always arrive at the right location and on time.

The starting point. The procurement of raw materials and components is currently more fragile than ever as the global networking of our economy has contributed significantly to its complexity. Suppliers are located around the world; transport routes are multimedia-based and numerous service partners are involved in the entire process. Such long supply chains are fragile. Delivery bottlenecks or delays trigger chain reactions and result in increased costs or even production losses. To be able to identify faults at an early stage, maximum transparency across the entire supply chain is absolutely vital.

The goal. Since alternative strategies are often impossible to devise under time pressure, it is essential to establish a full overview from the outset and to carry out well-structured risk monitoring. Risks can therefore be identified more quickly and assessed according to their probability of occurrence and severity, especially when different disruptions occur in combination.

The solution. Our STAR experts from the LOGISTICS division have made it their task to support customers from a wide variety of industries in keeping the essentials in view, even in highly complex supply

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chains. This has resulted in the “STAR Supply Chain Control Tower”. It enables supply chains to be monitored in real time, risk potentials to be identified and appropriate prevention measures to be initiated where necessary. Software solutions from the fields of data collaboration and risk monitoring provide the basis for real-time supply chain monitoring. These not only monitor the movement of goods, but also assess it in relation to the known risk information such as traffic and weather conditions, political risks, etc. In the event of a possible disruption or schedule deviation, the Control Tower is automatically alerted and an appropriate countermeasure is initiated. The risk can therefore be managed and the effects can be predicted at an early stage.

Advertising campaign for Allergan CoolSculpting

Beauty requires suffering. But not when it comes to the new product from the world's leading pharmaceutical company Allergan. Allergan has developed a sophisticated cooling process for treating subcutaneous fat, and the creative minds of our subsidiary sense&image are helping to increase brand awareness and market the product. But how did they do it? A Google or LinkedIn campaign is clearly not enough for this product!

The starting point. Allergan is an international pharmaceutical company active in the field of medical aesthetics, among other things. This global market leader developed the product CoolSculpting for this sector. It is a patented cooling process for the treatment of subcutaneous fat.

The goal. In order to increase brand awareness and create a feeling of trust for the end consumer, Allergan decided on an attention-grabbing advertising campaign with the testimonial of Regina Halmich. The aim was to produce a campaign theme and a 20-second commercial – and this had to be achieved with a tight deadline of just three weeks.

The solution. The creative minds of our subsidiary sense&image developed a storyboard for the commercial and an image concept for the campaign theme. With the aid of the renowned photographer Niels Geisselbrecht, the theme was shot and the commercial was produced according to the concept developed by the experts at sense&image. The result? A strong woman climbs delicately and gracefully out of the ice – symbolically representing the simple treatment with the patented cooling technology CoolSculpting. sense&image demonstrated real organizational talent in implementing this attention-grabbing idea. They organized speakers for the commercial, took over the coordination on the set, styled Regina Halmich and had the iceberg exactly reproduced as drawn in the storyboard by a professional sculptor. In addition, sense&image was on site with a camera team to capture the making of the shoot and combine it into a separate film during post-production.

The future belongs to electric vehicles

The topic of vehicle electrification has become essential in today's automotive industry. Any business in the automotive industry aiming to take on the role of pioneer and applying a forward-thinking approach will focus on the development of electric vehicles and all associated aspects. How can our STAR experts make a valuable contribution toward advancing this innovative development?

The starting point. The giant in vehicle manufacturing, Mercedes-Benz, is currently working on establishing a charging network for electric cars. This will provide numerous everyday benefits for customers. They will, for example, be able to identify themselves as a member and charge their car directly at a suitable nearby charging station using a credit card-sized RFID charging card.

The goal. In order to drive forward the future of electric cars, this network needs to be developed as quickly as possible. It thus makes sense to have all customers find a Mercedes me kit with all necessary informa-

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tion as well as the card directly within the electric vehicle upon purchase. The challenge of this task is finding out which parameters must be coordinated with production, logistics and the receiving plant. This will ensure that the Mercedes me kit ultimately ends up in the right place.

The solution. The STAR experts from the LOGISTICS division have a wealth of experience in the field of on-board literature and process design. That's why they were able to quickly identify the right sampling process for the electric car lines. To do this, they organized the supplier management as well as the scheduling and coordination with the logistics planning in the respective plants. In addition, they took over the delivery of the Mercedes me kits for our customers. In summary, our STAR experts have managed and driven forward the supply chain management right through to the production plants. The supply chain can now even be easily used for other products. Every electric car rolling off the production belt will now include a Mercedes me kit. As a result, customers of new electric vehicles and hybrid cars will be delighted to find all the information they need and their charging card right in their glove compartment.

The new dimension in logistics

Digitalization and automation are key buzzwords in all major areas, including toll systems. Toll requirements are constantly evolving and spreading across country borders. Our STAR experts offer the ideal helping hand here and can make a contribution to further development with their knowledge and wealth of experience. What does this contribution look like?

The starting point. At the moment, truck tolls are required in Germany for vehicles with a gross vehicle weight of 7.5 metric tons or more. The corresponding fees are invoiced to over 200,000 national and international companies. This consistent income ensures the maintenance and expansion of the road infrastructure. The EU is making efforts to improve the toll system, which requires the use of new technologies. This is where our STAR experts can help as they have plenty of experience in this particular sector.

The goal. EU transport ministers have long endeavored to introduce a highly uniform toll system. The toll system needs to apply across country borders and be standardized to the extent possible so that trucks can only travel across Europe with a toll device (OBU). As a result, more and more providers are flocking to the market with their own devices. The competition in this sector is fierce and continues to grow.

The solution. Our STAR experts have been working with the state-owned company Toll Collect for a long time. Through this work, they contribute to the overall logistical processing of the toll devices and the associated peripheral components. Owing to their extensive expertise in this very special, dynamic market environment, our experts from the LOGISTICS division can now assert themselves against renowned competitors in a bidding process. They were particularly impressive with their wide-ranging skills in project management and remarkable technology-based expertise. It therefore won't be long before they can implement a comprehensive logistics and IT solution. Work is already in full swing and should be completed by the end of 2021.