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LYONESS STARTS MULTI-BRAND STRATEGY WORLDWIDE (PHOTO)



Graz, Austria (ots) -

Lyonesse has implemented the previously announced multi-brand strategy in all markets. Since 8th November the group of companies has differentiated between the brand "Lyonesse" and the new network marketing brand "Lyconet".

Since 8th November the globally active Lyonesse group of companies officially has comprised two brands. From now on the brand "Lyonesse" encompasses two of the company's three business areas: the sector- and country spanning shopping community for consumers, who save money when shopping with Lyonesse, and the loyalty program for loyalty merchants, which gain loyal customers with the help of Lyonesse. The new brand "Lyconet" encompasses all of the company's network marketing activities. The new brand world enables the company to develop target-group specific communication strategies and services.

Special program

"Xcite" From 8th November everyone interested can watch the special program "Xcite" at the company-owned web channel Lyonesse.TV. The company presents all the news concerning Lyonesse and Lyconet in an one and a half hour show.

Change process

With the world-wide implementation of the multi-brand strategy the company finished an important part of restructuring, which had been announced in autumn 2013.

About Lyonesse

The Lyonesse Group divides its three business areas into two brands: The Lyonesse brand encompasses the shopping community and the loyalty program. Their target groups are consumers who want to save money by shopping with Lyonesse (Cashback) and loyalty merchants who want to use an international multi-sector loyalty program. The Lyconet brand encompasses all network marketing activities of the Lyonesse Group. Its target groups are self-employed people and companies. The Lyonesse Group is currently active in 46 countries on all continents. Over 4 million members enjoy the Lyonesse benefits at over 40,000 loyalty merchants around the world. More at www.lyonesse.com.

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Medieninhalte



Lyonesse CEO Hubert Freidl explains the new world of Lyonesse and Lyconet in Lyonesse.TV's special program "Xcite". Photo credit: Lyonesse / Further text via OTS and www.presseportal.de/pm/80888 / Use of pictures is free of charge. Please quote: "obs/Lyonesse Europe AG"

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