

www.kobideniz.com will be the meeting point of SMEs in the digital world

DenizBank, differentiating with its innovative product and services, carried www.kobideniz.com web site into effect. 3 of the SMEs taking part in the contest of the website which will be the meeting point of SMEs in the digital word will win a holiday for two in Maldives.

Providing innovative solutions in line with customer needs with its financial portal approach, **DenizBank** carried into effect a new and assertive website for SMEs (Small and Medium-Sized Enterprises). www.kobideniz.com activated on 28 November 2011, will be the meeting point of SMEs in the digital platform. On the website, there will be various sources of information, product and services, interviews, and stories of SMEs. DenizBank, continuing with its works to touch its customers in the virtual world and to accompany them in their entrance into digital platforms, had previously carried into effect www.denizbankticarikartlar.com and www.denizbankpos.com websites in order to introduce its card payment systems.

Entertaining and advantageous

DenizBank SME and Agricultural Banking Group EVP **Gökhan Sun**, in an explanation he made about the website www.kobideniz.com, stated: "Advancing technologies are affecting lives of customers as well as ours profoundly. We designed KobiDeniz in a simple, dynamic, entertaining way offering various advantages in order for it to properly appeal to its target audience. Our new website is designed in integration with the CRM (Customer Relationship Management) infrastructure. In this way, we will also acquire a strong customer data base consisting of visitors who become members of our website in the medium and long term. For our members, we added point earning for transactions made on the website and using of these points together with other campaigns to our plans for the upcoming period. Craftsman and SMEs who are members of our website will be able to place advertisements on the website, exchange ideas on various topics through forums, will be able to befriend people like on social media platforms and will be able to take advantage of various functions such as reaching private campaigns, opportunities and news intended for them. We invite all our SMEs to join our website."

SMEs shooting commercials will win a holiday in Maldives

With "KobiDeniz Commercial Break" campaign prepared for the launching of www.kobideniz.com, prizes will be awarded to the most successful commercial films selected among commercial films shot by SMEs including the ones shot with mobile phones. These commercial films which will be uploaded to the website between 28 November 2011 and 30 January 2012 shall also be shared on social networks. SMEs uploading to the website the top 3 films to be selected by the jury will be awarded the opportunity to enjoy a holiday for two in Maldives where DenizBank commercials are also shot, for any 5 nights they prefer between 1 May and 31 December 2012. Winning contestants will be announced on 29 February 2012.