



Nital
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NIKONPHOTOGRAPHERS.IT

*THE STRENGTH OF THE NIKON BRAND JOINS
THE QUALITY OF ITS PHOTOGRAPHERS*



At the heart of the image





Turin, March 2012. A few weeks after its launch, the new website www.nikonphotographers.it registers very high performance of access.

The more than 12.000 unique visitors logged in in one single day and the over 10-minutes average time spent per user, are a clear signal that the initiative, dedicated to Nikon photographers and to amateurs of beautiful photography, is appreciated and impactful.

The site allows selected users to make their own website where they can publish their own biography, events organized and attended by, and of course pictures, real witness of their photographic and artistic ability and of the quality of Nikon products.

The site has taken shape and force after the announcement and implementation of the fidelity program Nikon Photographer Advanced, dedicated to photographers who use selected Nikon material to realize their photo projects. The NPA project, created to reward fidelity of those Nital customers who do own professional equipment but cannot enter the Nikons Professional Service project, as advanced amateur or without the minimum level of access, provides, in addition, the Fidelity Card personalized with QRcode and the availability of new form enabled to privilege contact with customer service technicians.

Being recognized as NPA member means having the opportunity to access dedicated services and proves concretely the will of Nital to embrace its customers who have chosen professional material for their photo projects. Members of the new NPA program, along with those who are part of professional service NPS (Nikon Professional Service), have the opportunity to create through simple steps a real website, related to the Nikon brand. The site www.nikonphotographers.it becomes therefore the privileged point of access to the portfolio of thousands of photographers who can be easily identified thanks to the internal search engine, or simply adding to the domain the suffix "/namesurname".

Over 4,000 registered photographers have already entered the NPA service and are enjoying the numerous advantages connected with this new loyalty program signed by Nital.



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The range of benefits includes:

- Privileged contact with the specialized technicians from the customer service
- Personalized Cards with personal identification number and QRCode.
- Identify NPA Official NikonClub.it
- Priority reception of any news and announcements relating to Nikon
- Participation to exclusive seminars and professional events
- Discounts on official workshops Nikon School 2012
- Online dedicated space to create a WEB site

“The NikonPhotographers.it project – says Michele Difrancesco, Nital S.p.A. Web Marketing Manager and creator of the service, - now extends to professional and advanced photographers but it is our aim to gradually centralize in the NikonPhotographers.it website the services dedicated to all owners of Nikon products. Diversifying the opportunities and advantages for our Customers is for us an opportunity to provide a service closer to the needs of photographers ”.

The web platform **www.nikonphotographers.it**, carefully studied and characterized by a nice visual impact, enables a simple user management and the full compatibility with tablet and smartphone.

