

Our extensive experience and competence in the building of brands and products makes us the ideal partner for all your communications needs. We are specialists in strategic consulting, public relations and corporate publishing. Further core competencies are the development, controlling and coordination of communications activities and international networking.

We enable companies, products brands and ideas to be experienced on an emotional plane.”  
The basic concept underlying all of our work is that of integrated communication - to increase the value of individual measures by creating synergies with other disciplines.

Operating with low overheads, we are in a position to offer high performance at competitive rates: full service – from consultation to implementation.

## Services

### **Communications Consulting**

The beginning of any cooperation is marked by an intensive exchange of information, knowledge sharing, appraisal of current market activity and trends as well as the conducting of research. On the basis of this situation analysis, we develop recommendations for positioning and goals, strategies and measures for your corporate and marketing communications requirements.

Whatever the task – be it consultation, conception or individual measures – we put the utmost effort into every assignment with the aim of developing individual and effective communication solutions.

- » Development of strategies
- » Planning, implementation and evaluation of communication measures
- » Combination of PR strategies with sponsoring, event and promotions activities
- » Building up of communication structures
- » Customizing of international strategies for national markets

### **Public Relations**

We develop gateways between companies and target groups, media and opinion leaders. We monitor global trends and correlate your messages with contemporary, convincing themes to create maximum impact in the target media and generate sustained media coverage.

In addition to “classic” PR measures we also develop innovative campaigns which attract attention and underpin messages in an informative and emotional way.

Our extensive international network of contacts in the field of journalism ensures effective media presence.

- » Issues management (editing and information pool)
- » PR material (news, trend reports, exclusive stories, features and photo productions)
- » Media contacts (press conferences, visits to editors, journalist workshops)
- » Media cooperation
- » PR related tools
- » PR events
- » Media response analysis

### **Corporate Publishing**

Of all the classic communication tools, corporate publishing is one of the most valuable. Not only does it offer a whole range of interesting possibilities for communicating information in an informative and emotional way, it also possesses considerable motivational potential and is thus the ideal tool for internal communication and in-house training purposes.

We have many years of experience in corporate publishing as well as international market communication. The adaptation of texts to the languages and cultures of the respective markets is only one aspect of the high demands we place on editorial and text quality.

Our comprehensive service encompasses the full range of production stages – from concept, layout, text, prepress, right down to production and distribution. With our specialized editorial teams and state-of-the-art technology we are in a position to produce small print runs in a variety of languages within a minimum of time.

- » Customer magazines
- » Corporate brochures
- » Employee magazines
- » Training tools
- » Newsletters (print and e-mail)
- » Business reports