

REICHLUNDPARTNER  
Fullservice

# The Power of Ideas.

Agency presentation

January 2025



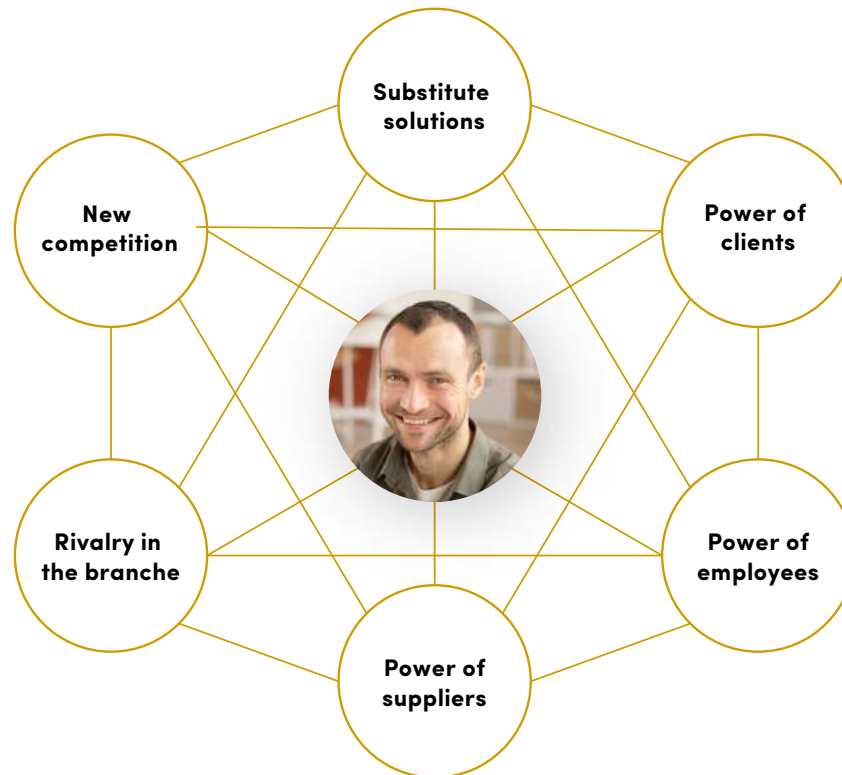
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# The "challenges" are getting bigger and bigger.

## External factors

Disruptive trends:

- social
- economic
- ecological
- technological



## Internal factors

Perfection is the order of the day:

- vision
- strategy
- organizational structure
- systems, processes
- competencies
- culture and values
- employees

# Strong partners are sought.



How do I find the right agency?

How do I choose the best agency for us?

What must an agency be able to do for us?

Are we looking for a supplier or a partner?

Sparring partner or vicarious agent?

Several specialized agencies?

One agency for everything?

What does an agency cost?

Am I prepared to pay for copyrights?

How much does an initial concept cost?

Which agency suits our company?

Which agency suits our team?

Strategy? Creativity? Project management?

Priority: Classic? Digital? Social? Event?

How closely am I tied to an agency?

Why do I need an external agency?

Which services can we create "in-house"?

What type of agency are we looking for?

Creative agency? Design agency? PR agency? Digital agency?

Media agency? Event agency? Full-service agency?

# Strong partners are sought.

**Several** highly  
specialized  
agencies?



**A** holistically  
structured full-  
service  
communications  
agency?

# What is better for my company?

A **holistically structured full-service communications agency** that covers all areas of marketing communication or would you prefer to work with several highly specialized agencies?

## Pros & Cons

### **For employment several highly specialised agencies:**

- Higher degree of specialization
- Diversity
- Diversity of ideas
- Client builds his own agency network
- Independence

### **The following speaks against the employment of several highly specialized agencies:**

- No stringent brand management possible
- Information is lost
- No overall know-how
- Coordination effort increases
- Larger marketing department
- Generally higher costs
- Lower efficiency

## Pros & Cons

### **For a holistic structured agency speaks:**

- Holistic strategy
- Holistic creation
- Understanding media strategy
- Integration of PR activities
- Solid project management
- One Face to the Client
- Classic, Digital, Event
- Increased efficiency
- Lower costs

### **The following speaks against a holistically structured agency:**

- Possibly too big
- Lack of diversity
- Special topics are lost
- Sluggishness
- Lack of creativity
- Dependence

Our recommendation:

**The best of both worlds.  
"The Customized Agency"**



## Our recommendation:

We have  
**highly specialized, independently managed agency units**  
from all areas of marketing communication.



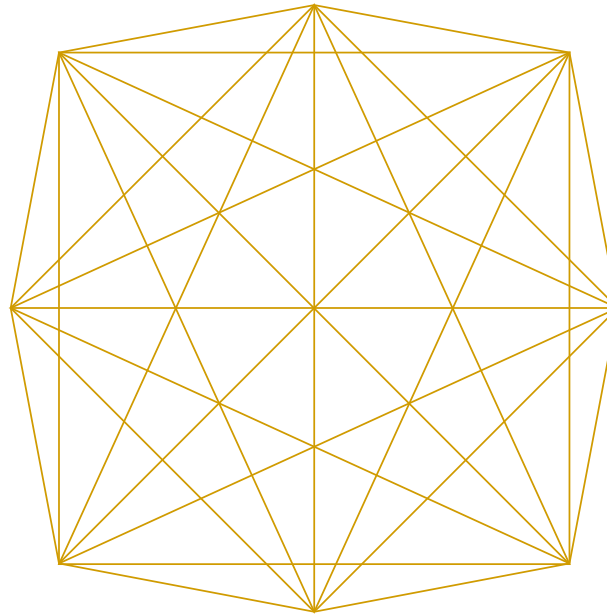
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# Performance profile



Our core competence

"We develop **innovative ideas and strategies**  
that are **interesting for the target group**,  
**fit the company and the brand**,  
can be **played across all communication channels** and  
are good for several years."

## Our specific services (1)

### **Strategy & Tactics**

- Strategically sound, holistic advice
- Positioning of brands
- Development of creative strategies
- Development of digital strategies
- Development of media strategies
- Development of PR strategies

## Our specific services (2)

### **Strategy & Tactics**

- Development of social media strategies
- Development of event strategies in the B2B sector
- Development of holistic advertising campaigns
- Development of market research concepts

## Our specific services (3)

### **Kreation & Design**

- Development of individual advertising materials
- Identity-creating graphic design
- Corporate design/brand style
- UI/UX Design & Systems

## Our specific services (4)

### **Web-Development**

- Frontend-Development
- Backend-Development
- User Interface Design/Design-Systeme
- User Experience Design



## Our specific services (5)

### **Project management**

- Smooth job processing
- Cost
- Time management

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# Facts & Figures

# Facts & Figures



36

Years of experience  
young



100 %

Independent, but  
globally networked



170

Generalists and specialists,  
no freelancers



Awards

Cannes Lions,  
German Design Award,  
EADC ...



>141

million euros Billing



3

Locations in Austria  
Vienna, Linz, Graz



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# Our Philosophy

Our value proposition to our customers

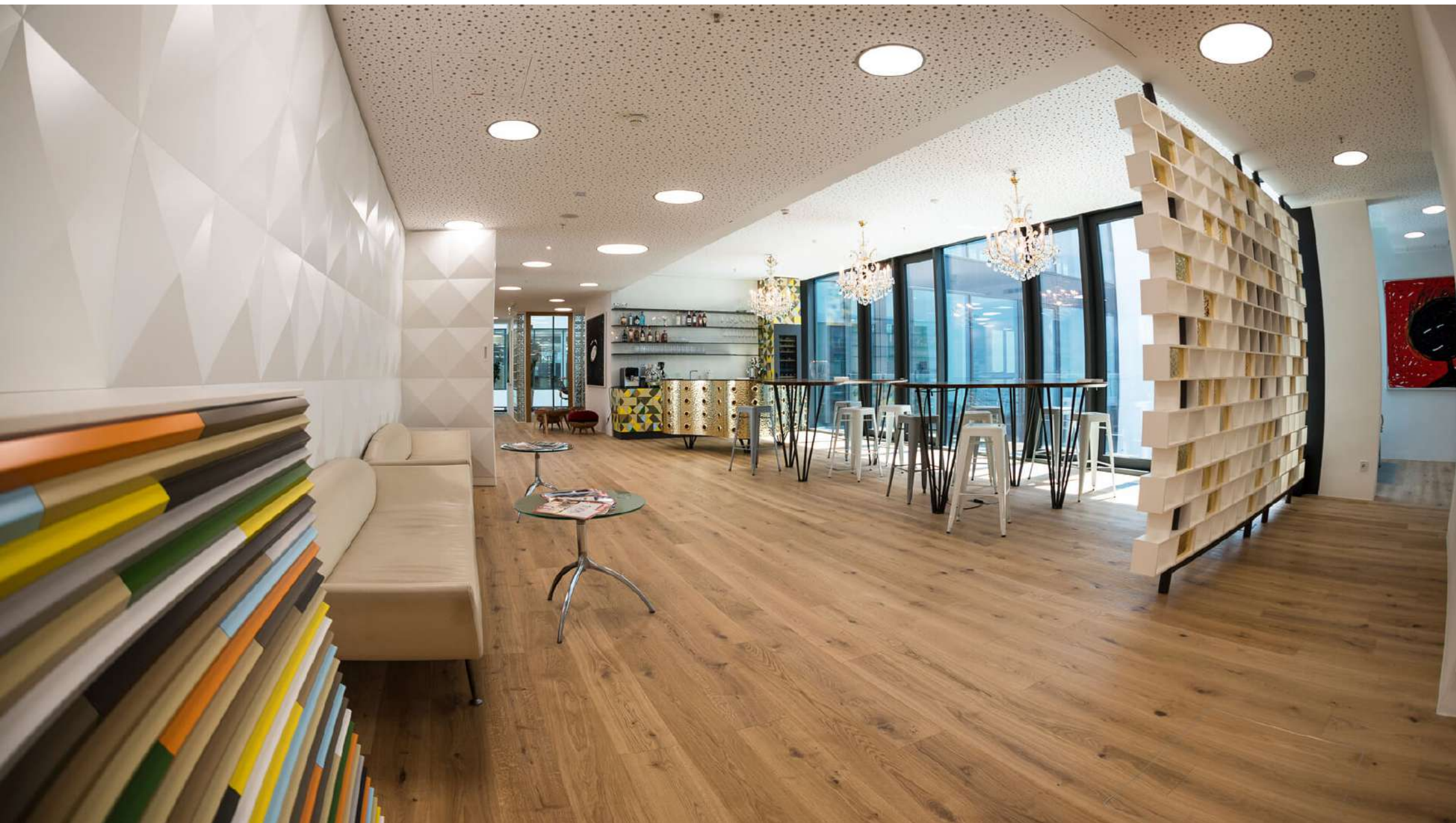
"We strengthen the **competitiveness** of our customers in the long term, through **inspiration, innovation and creativity.**"

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Our value proposition to our employees

"We offer our creative and knowledge workers the **best jobs** in our industry."







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Our value proposition to our business partners

"With our business partners  
we create **honest and  
long-term partnerships.**"

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Our value proposition to society

"We share our success with others and support people in need as well as Austrian cancer research through the **Stones for Life Foundation**, which we founded."

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# Our customers

## Our customers

- Renowned national and international corporations
- Nationally and internationally active SMEs
- Hidden Champions, Leading Companies
- Start-ups, start-ups
- Institutions, NGOs
- B2B, B2C

# Our Industry Competencies

- Retail & eCommerce
- FMCG
- Consumer Goods
- Services
- B2B und Technology Marketing
- Social Advertising, CSR
- Health

Platz für  
Ihr Logo. :-)

ANDRITZ

Beckwelt  
Pilz

BAUHAUS  
where get better more

LINZ AG

maxi  
markt

medyoucate  
The Medical Education Network

MEI  
JAGA  
REI

BMD BUSINESS  
SOFTWARE

BONA

BRAUNION  
ÖSTERREICH

business  
upper  
austria

Miba

HUNZE  
ÖSTERREICH

OMNI  
BIOTIC®

oövv  
Der Verkehrsverbund

Canon

Caricol

Constantia  
Flexibles

CULT  
BEEF  
SELECT

ORF oö

OTTO

PALME First Class  
Shower Comfort

PEB

BACHSTEIN WEST  
DUSAU - RUSCHACK - ANHARDT

DA DAT  
BANK

DIANA  
MIT MENTHOL  
HAND TUT WOHL - HAND TUT!

Diners Club  
INTERNATIONAL

PORSCHE  
BANK

Reininghaus

REITER  
SELIGER & FERNBERGER

RM  
GROUP

doka

dopgas

DOPPLER  
KRAFT

Dr. Böhm®

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ETHERMA®  
EFFIZIENT. ELEKTRISCH. HEIZEN.

TLSW  
LIVING LOGISTICS

THERME GEINBERG  
SPA RESORT

TRADERS  
PLACE®

trivago

FACC

Itronius

HOFBRAU  
KULNBREITENHAUSEN

MEIN  
HOLTER  
BAD

True Love

Turmöl

tys

UNITED OPTICS

HONDA  
The Power of Dreams

INTERSPORT

inzersdörfer

JELD-WEN  
DOOR SOLUTIONS

VAMED  
VITALITY  
WORLD  
the relaxing  
way of life

Vier Diamanten

voestalpine  
ONE STEP AHEAD.

WIEHAG  
TIMBER CONSTRUCTION

KEBA  
Automation by innovation.

KLEIDER  
BAUER

Klinik  
Diakonissen  
Linz

Kronen  
ÖL

Wittmann

WKO  
WIRTSCHAFTSKAMMER ÖBERÖSTERREICH

WOLF

WWF



## Customer view

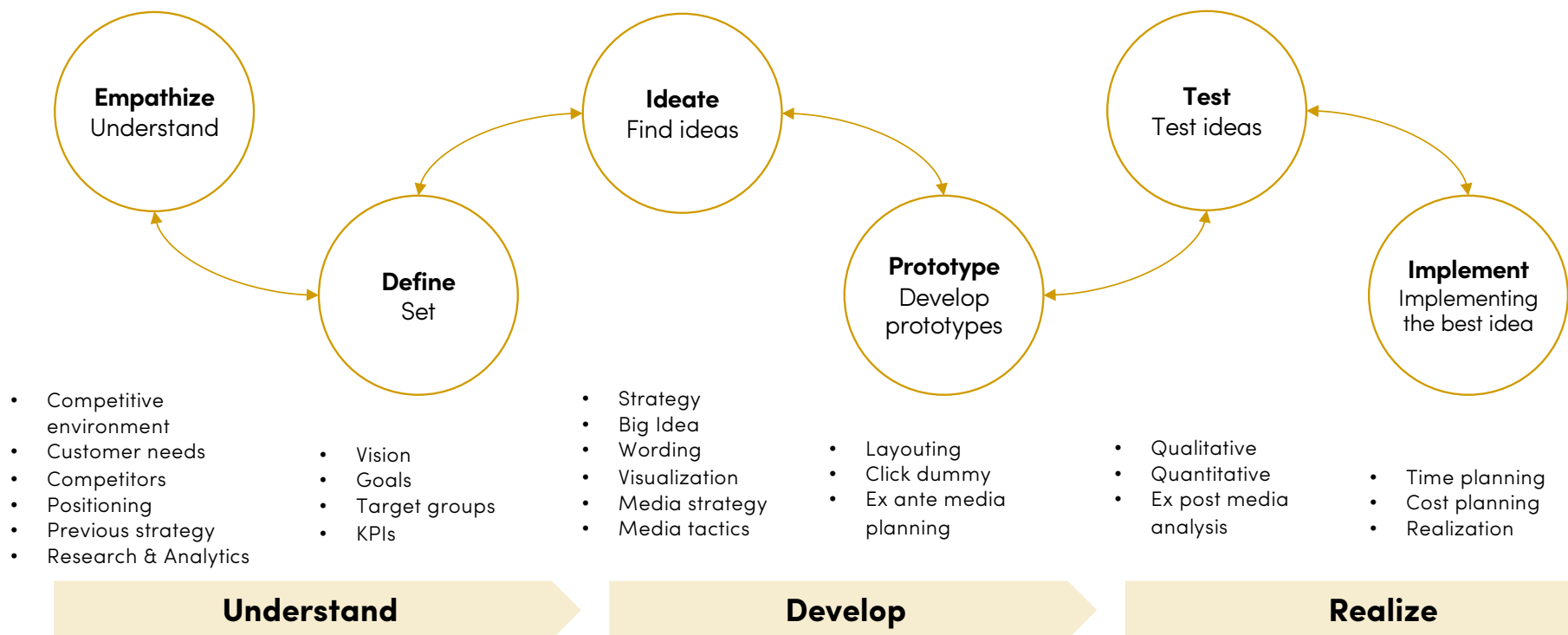
In 2020, 2021, 2022, 2023, 2024, Austria's marketers evaluated the Austrian agency landscape in terms of creativity, innovation, consulting strength and competence and awarded our agency group **top marks in all areas.\***

\*No. 1 at medianet xpert.awards 2020, 2021, 2022, 2023, 2024 and Excellence Award 2019 for outstanding agency management.

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# Our approach

# How we approach a project.





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# Our model for Brand positioning

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# Our units in detail

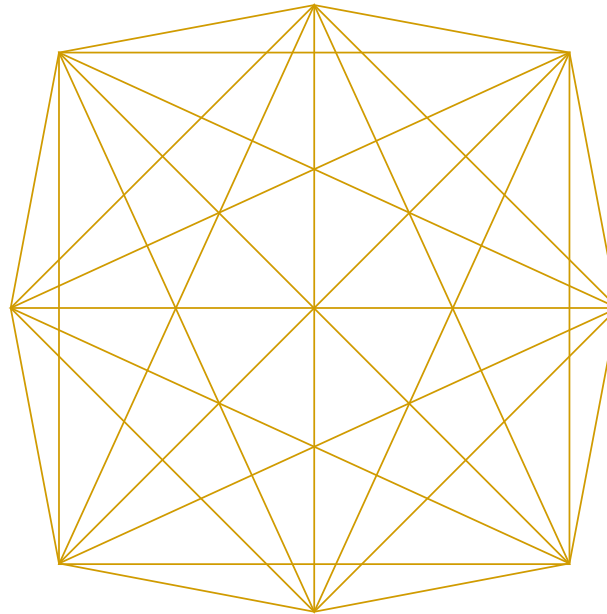
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Advertising

# The Power of Advertising.





# Boosting Competitiveness.

- Innovative communication strategies
- Goal-oriented creativity
- Smooth processing

## Our services (1)

### **Strategy & Tactics**

- Strategically sound, holistic advice
- Positioning of brands
- Development of creative strategies
- Development of holistic advertising campaigns
- Development of market research concepts

## Our services (2)

### **Creation & Design**

- Development of individual advertising materials
- Identity-creating graphic design
- Corporate design/brand style

## Our services (3)

### **Project management**

- Smooth job processing
- Cost management
- Time management

**We are part of a strong agency group  
and thus offer much more than a  
conventional advertising agency.**

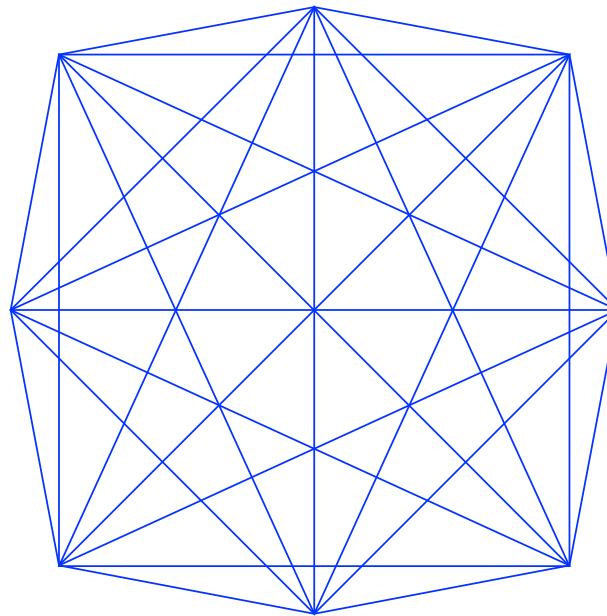
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# The Power of Media.





# Maximizing Efficiency.

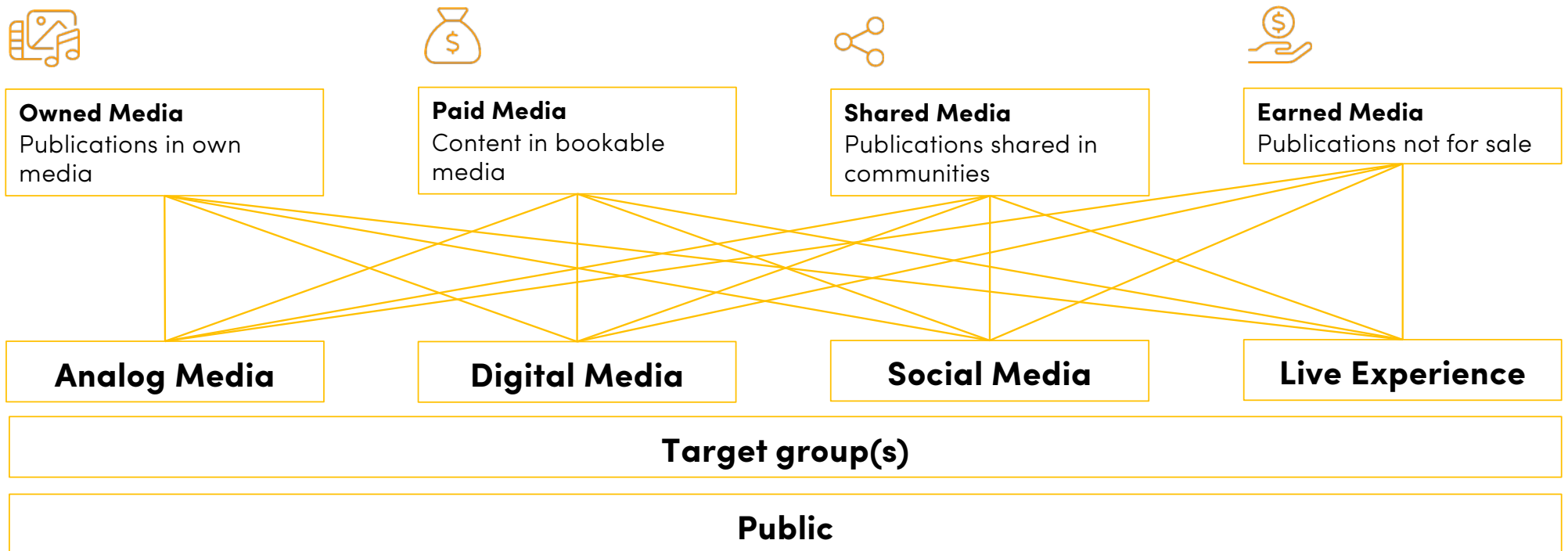
Your innovative media agency for all analogue, digital and social media. For strategic and tactical media planning, we use the most modern planning and optimization tools in our industry. Our performance has been awarded nationally and internationally.

## Our services

### **Holistic media planning**

- Strategic Media Planning
- Tactical Media Planning
- Media Optimization
- Media Buying
- Media Research
- Classic Media, Digital Media, Social Media

# Holistic media planning



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# What distinguishes us?



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**A real 360° media agency**

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Media

**We think holistically.**



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Media

Highly trained,  
long-standing and experienced  
media planner

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# Individual, personal support

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# One Face to the Customer: analog, digital, social

# "State of the Art" Planning and Optimization tools

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Focus on Austria,  
globally networked  
and yet independent!

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Media

**We offer total transparency  
and compliance.**

**We are part of a strong agency group  
and thus offer much more than a  
conventional media agency.**

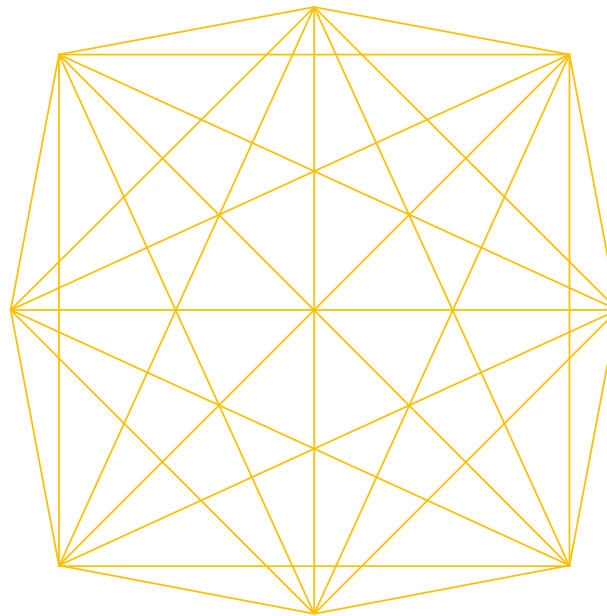
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Since the beginning:  
Top marks in the Medianet Rankings.  
Our customers appreciate us. 😊

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# The Power of Digital.



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REICHLUNDPARTNER  
Digital

# Shaping Digital Excellence.

As a digital agency, we transform and digitize your business! We advise you and create corporate websites, conversion-optimized landing pages, web shops, platforms and marketplaces.

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Digital

# Our performance

# Consulting & Strategy

- Business Consulting
- Digital Commerce
- Sales & Marketing Consulting
- Innovation Consulting

# Engineering & Development

- Technical Project Management
- Full-Stack Development
- CMS & Headless

# Digital Marketing & Analytics

- SEA & SEO Marketing
- Newsletter & WhatsApp Messages
- Tracking, Analytics & Reporting
- Content Creation & Editorial



# Digital Sales

- CRM
- Marketing Automation
- Sales & Prospecting

## Concrete projects

- Corporate Websites
- Landing pages
- eCommerce
- Platforms & Portals
- Career portals
- Marketplaces

## Concrete projects

- eLearning-Systems
- Design-Systems
- Apps
- Online Banner
- Newsletter-Templates

# Project management

- Smooth job processing
- Cost management
- Time management

**We are part of a strong group  
and thus offer much more than a  
traditional digital agency.**

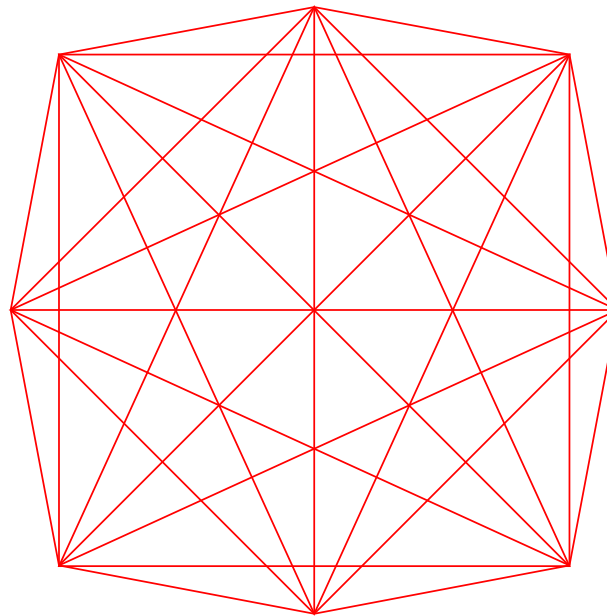
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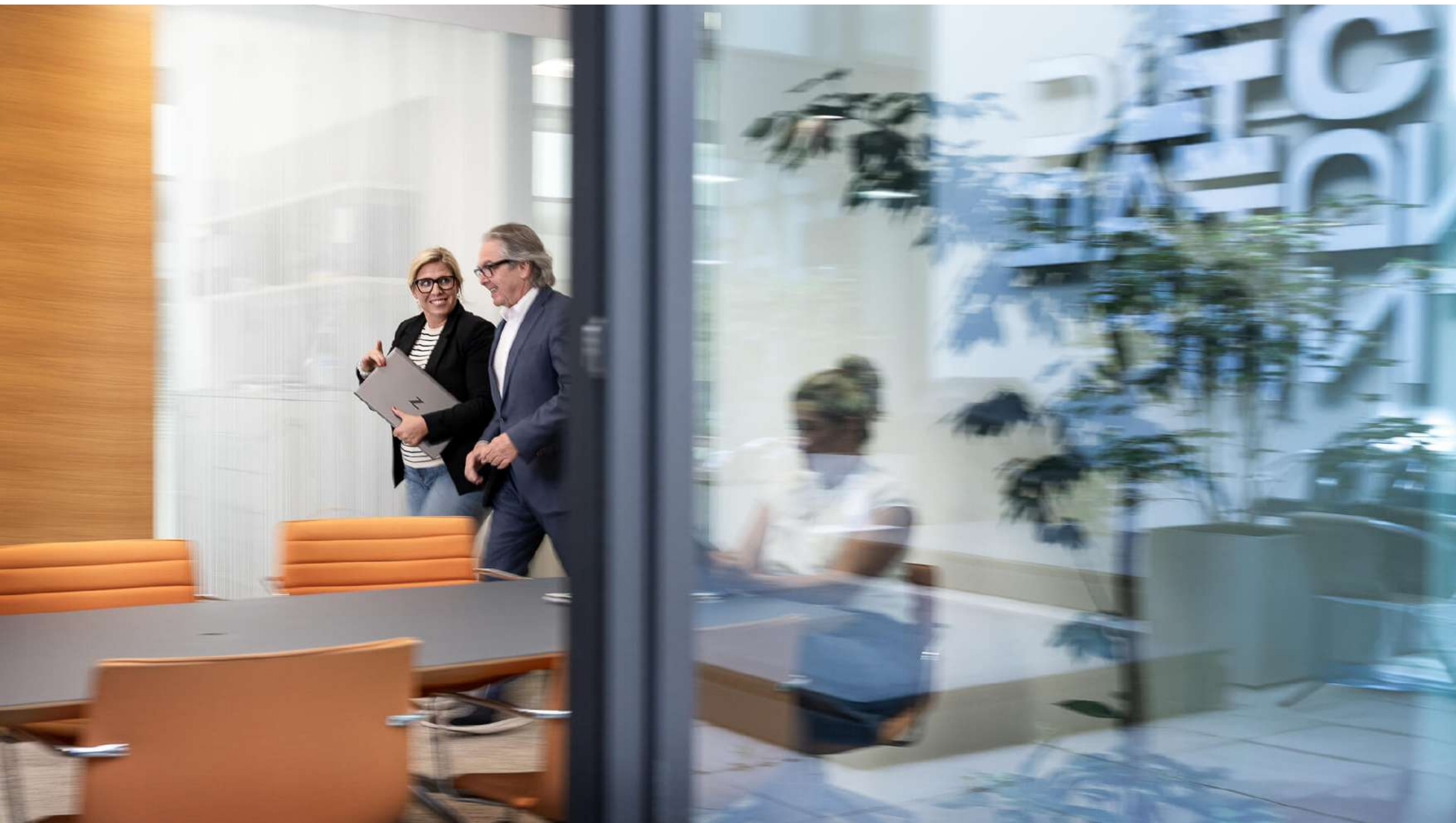
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Public Relations

# The Power of Public Relations.



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# Generating Publicity.

The PR agency of the future focuses above all on quality in communication and public discourse – in contrast to the often problematic fake news on social channels.

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Public Relations

# What makes us special?

## Our services

- Enterprise-PR
- Brand-PR
- Lifestyle-PR
- Crisis-PR
- Corporate Publishing
- Media Coaching
- Content Creation und Management

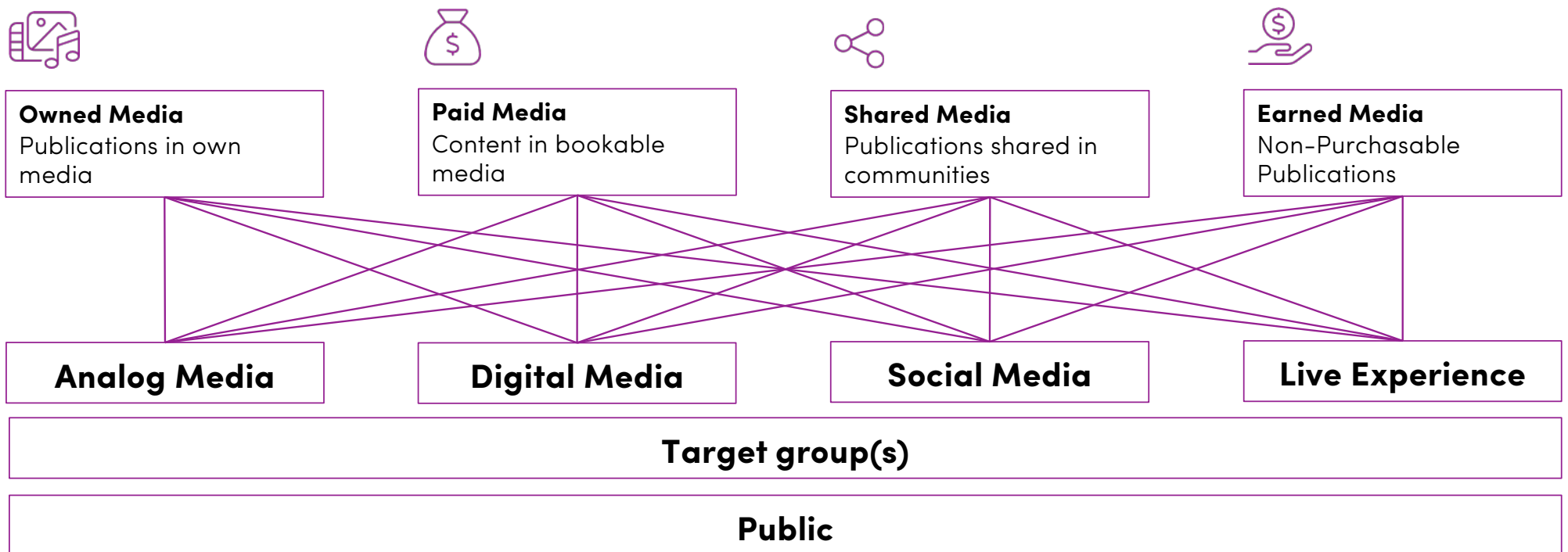
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**A real 360° PR agency**

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**We think holistically.**

# Holistic public relations



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# One Face to the Customer

**We are part of a strong agency group  
and thus offer much more than a  
conventional PR agency.**



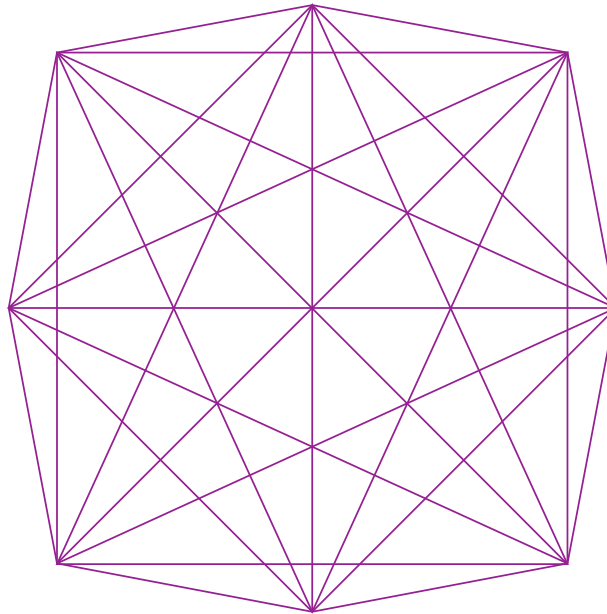
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# The Power of Innovation.



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# Explore the Unknown.

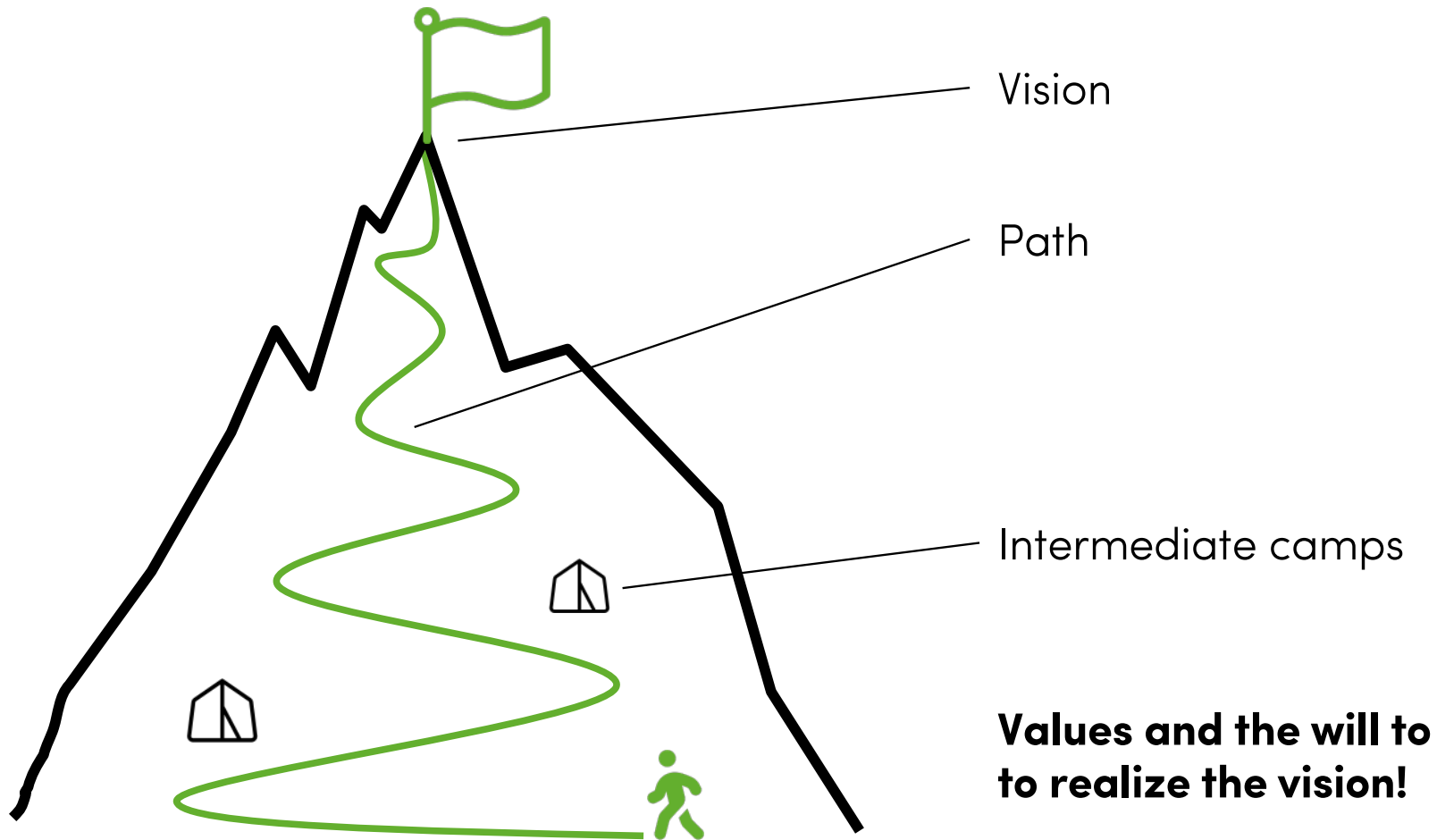
The agency for **innovative brand positioning** and **innovative business models**. The latter are sometimes stronger than artificially positioned brands and offer a good basis for a successful positioning strategy. In particular, we accompany brands, companies and entire industries through the digital transformation.

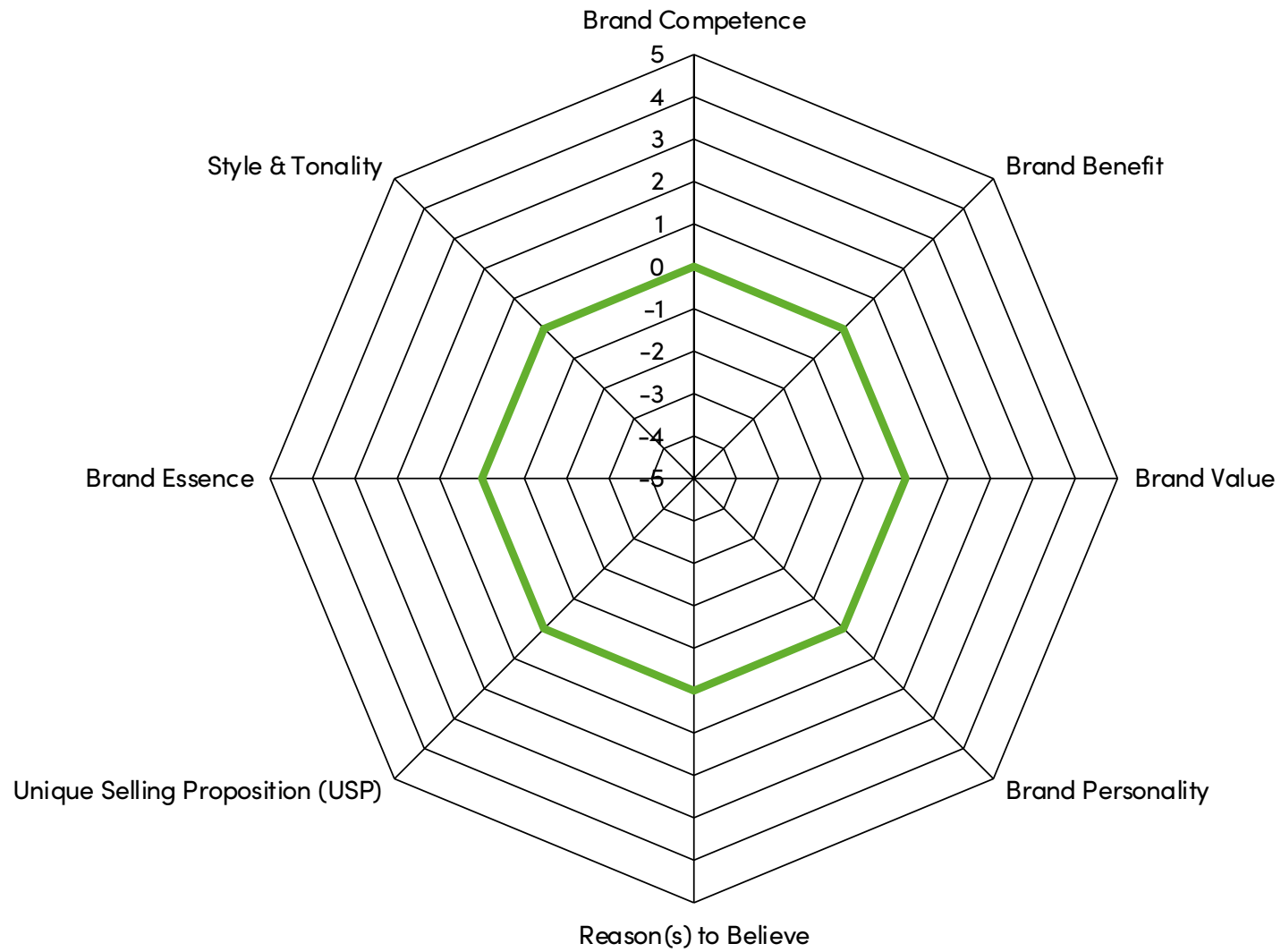
## Our services

- Vision development
- Business Model Innovation and Renovation
- Innovative positioning of brands

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Future Thinking





# Example

## MedYouCate



# Learning from the Leaders: The Global Knowledge Platform

"The Netflix & LinkedIn for Surgeons"

Matthias Reichl | CTO MedYouCate GmbH

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## Pain Points



10 to 11 billion  
people by 2074

Energy &  
Digitality

People are  
getting older

## Macro Level

Medical care  
must follow suit

Europe is  
shrinking

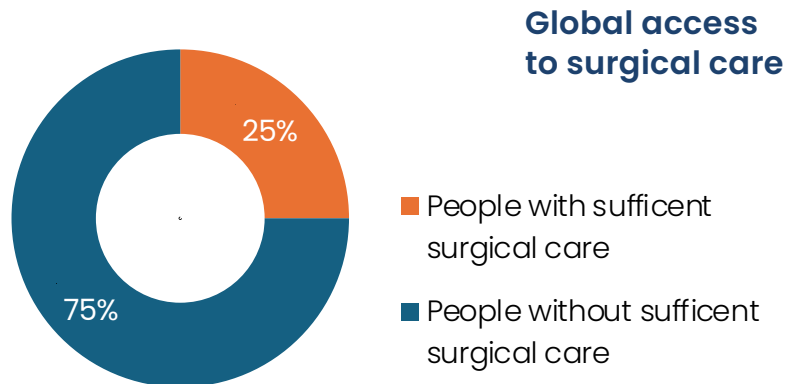
India and Africa in particular  
are the training centres for  
doctors of the future



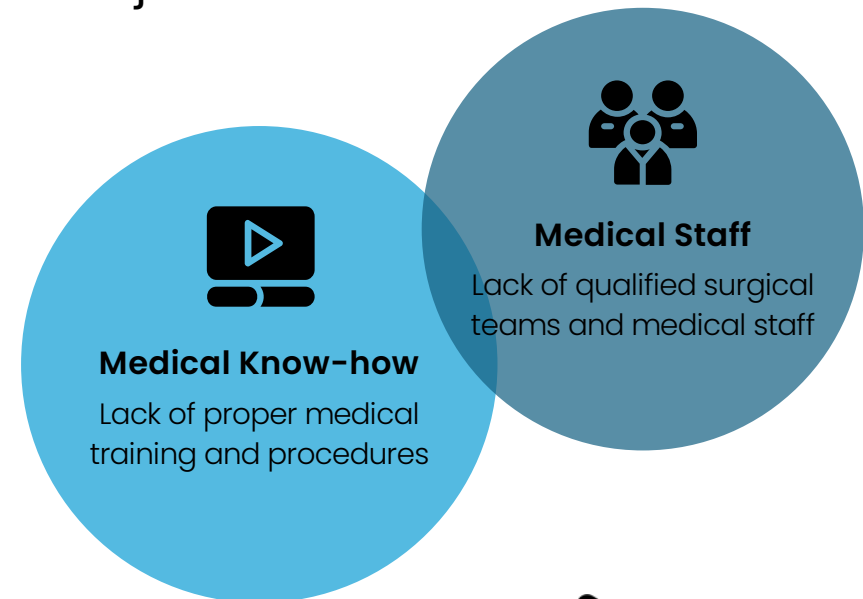
# Our planet is getting more crowded and older

75 % of the global population does not have access to surgical care, and access is inequitably distributed.

The Lancet – Global Health



The lack of access to surgical care is defined by 2 major reasons:



## Pain Points

---

Students are often  
unsure whether  
surgery is for them

Specialists in  
training struggle  
with further training

## Micro Level

Experienced surgeons  
can only exchange  
ideas at congresses.

Clinics cannot  
find specialists

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Encourage & motivate  
interest in surgery  
among students

Support specialists in  
training to stay up to  
date & become better

To improve  
medical care  
worldwide

# The Opportunity

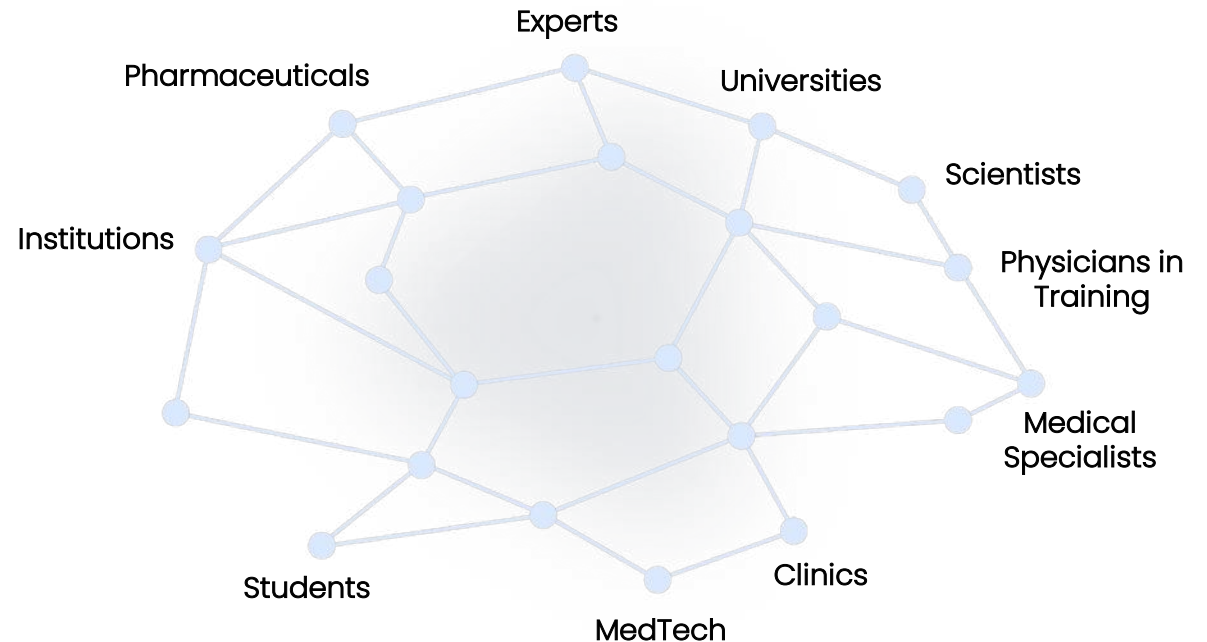
Networking  
around the  
clock

Give experienced  
surgeons a platform  
for their research & skill

Clinics get a powerful  
tool for recruiting

# Our Vision: „The global brain“

“Every human being deserves the best trained medical professionals to provide state-of-the-art surgical treatment based on the latest available medical knowledge! We connect surgeons from all over the world sharing their expertise.”



# Our Background



Mag. Rainer Reichl

Founder of MedYouCate,  
CEO REICHLUNDPARTNER

Diagnosed with cancer  
intestine, lung and liver  
since 2016



Univ.-Prof. Dr. Klaus  
Emmanuel, FACS

Co-Founder of MedYouCate  
Managing Senior Physician  
at SALK

President of the Advisory  
Board



Matthias Reichl

CTO of MedYouCate,  
CEO REICHLUNDPARTNER Digital

Holistic digital strategies and  
customer experiences for real  
world problems.

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Future Thinking

MedYouCate is  
for everyone.

for students

for surgeons

for future surgeons

for content creators

for hospitals & clinics







### **On Demand: Learn when and where you want!**

- ▶ Acquire practical knowledge regardless of time and place
- ▶ Available on all mobile devices and PCs
- ▶ Continuous updating of content



### **Certificates for your resume**

- ▶ Documentation and certification of the entire training path
- ▶ Valuable addition to any CV

## **R E I C H L U N D P A R T N E R** F u t u r e   T h i n k i n g



Surgical techniques are explained directly in the operating room



Additional documents and links with background knowledge



### **Career: find the next job!**



Networking between clinics and medical professionals



Useful career planning



Recruitment of young and experienced physicians (worldwide)



### **Quality assurance through verified content**



Learning from the daily routine of top physicians & institutions



State-of-the-art techniques and equipment



Didactic preparation of all operations



### **Community: Networking with medical professionals**



Exchange via the MedYouCate network



Formation of a global professional community



Entdecke medizinische Einbl...
medyoucate.com/de/entdecken

medyoucate
Entdecken
Alle Videos
Merkliste
Creator Studio
Jobportal

+ Thema hinzufügen

# Learning from the Leaders

Lernen Sie von den renommiertesten ChirurgInnen führender Kliniken.

Finden Sie Ihr Thema
Suchen

1 Beitrag | Alle

5

EN, DE

**lap. right hemicolectomy**  
The video shows a laparoscopic right hemicolectomy with intracorporeal...  
Primar Prof. Dr. Felix Aigner

1 Beitrag | Alle

5

EN, DE

**Lap. Hemikolektomie Rechts Mit Intrakorporaler ...**  
Das Video zeigt eine laparoskopische Hemikolektomie rechts mit...  
Primar Prof. Dr. Felix Aigner

1 Posts | All

4

EN, DE

**Surgical examination technique**  
Clinical examination of patients is one of the most crucial steps in surgery. In mon...

13 Beiträge | Alle

5

EN, DE

**Kolonrekte Chirurgie**

1 Beitrag | Alle

5

EN, DE

**Kuriositätenkabinett**  
Im „Kuriositätenkabinett“ sammeln wir für Sie seltene/ besondere Fälle, aus denen...  
MedYouCate Original

4 Beiträge | Alle

4

EN, DE

**Praktologie/Koloproktologie**  
In diesem Kapitel lernen Sie die Grundlagen der Proktologie sowie die...

Feedback

## Mit dem Profil von MedYouCate weiterschauen

1 Beitrag | Alle

5

EN

1 Beitrag | Alle

5

EN

1 Beitrag | Alle

Definition of "hernia"

3 Components

1 Hemical orifice

2 Hemical sac

3 Hernial neck

4,5

EN

1 Beitrag | Alle

Diagnosis of esophagus

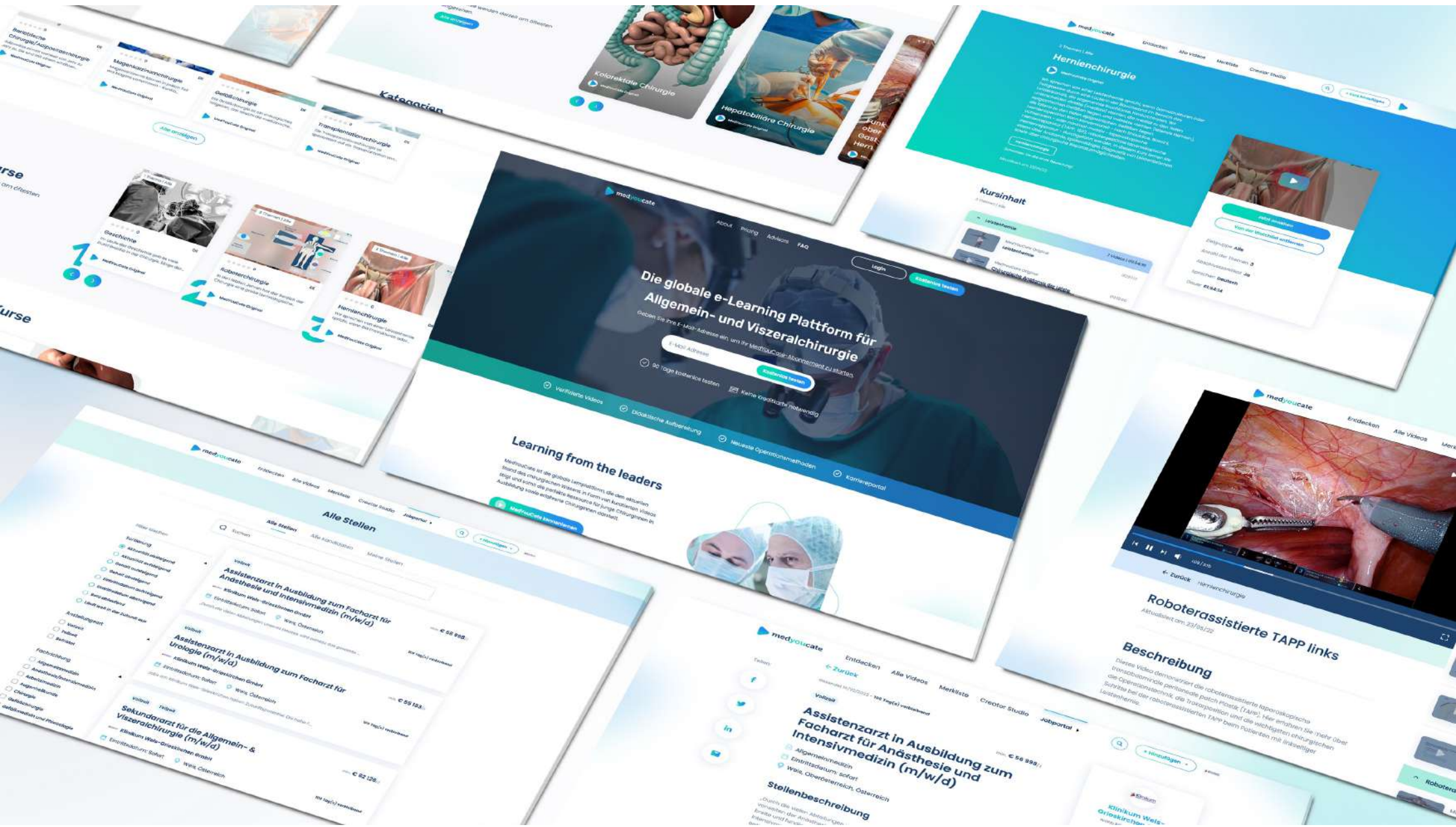
Diagnosis of esophagus

Diagnosis of esophagus

4,5

EN

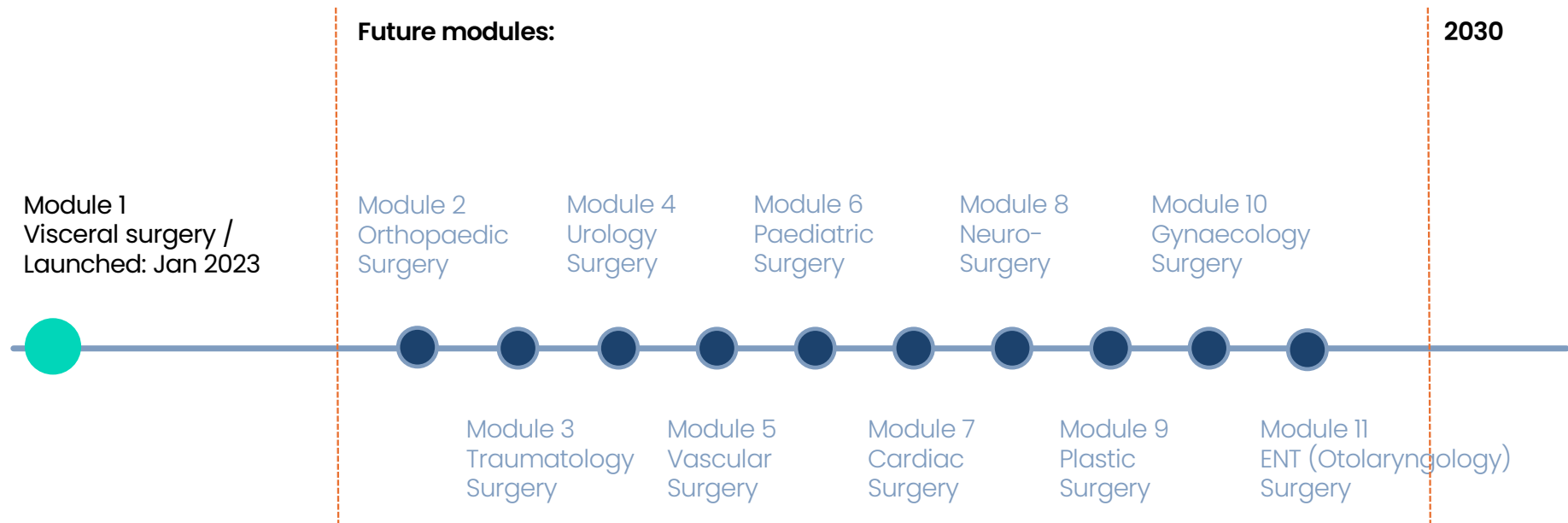




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# Our Vision for the Future



Until 2030 we aim to include the following surgical disciplines resulting in subsequent user growth.

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We are part of a strong agency group  
and inspire and innovate them  
in the field of digital transformation.

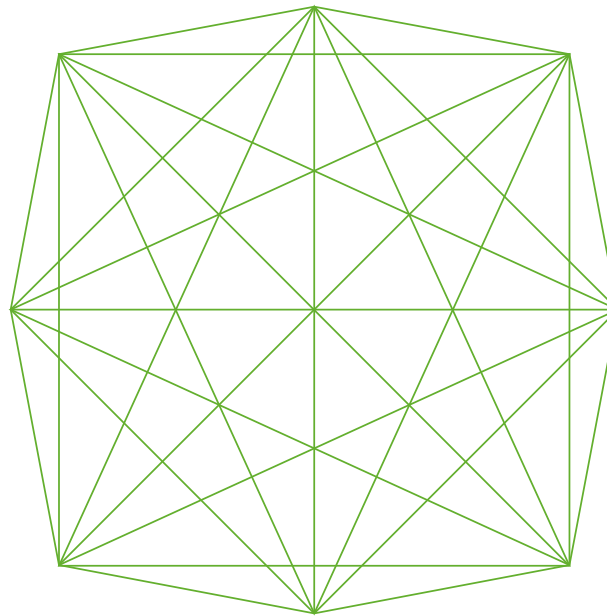
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# The Power of Social Media.





# Growing Audiences.

We deal with holistic social media strategies, content management, social seeding, SEO and coaching. Depending on your wishes, we can take over the management of the social media presence completely or provide support as consultants.







## Consulting & Strategy

- Social Media Strategy
- Social Media Research
- Social Media Purchasing & Optimization
- Performance Automation
- Tracking, Analytics & Reporting



# Content Management

- Content Creation
- Editorial
- Content Planning (inkl. Tools)
- Photo- & Video-Shootings
- Content Design
- Podcast Marketing



**We are part of a strong agency group  
and offer far more than  
other Social Media Agencies.**



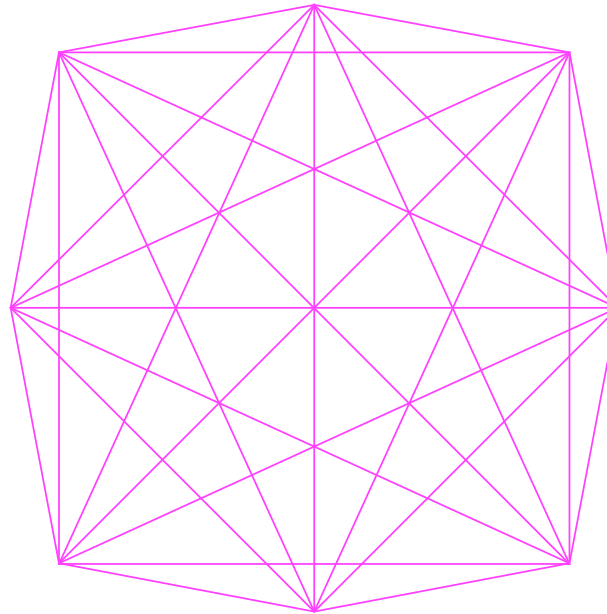
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# The Power of Live Experiences.



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# Outstanding Experiences.

We believe in the power of experiences. We inspire people and help companies increase their competitiveness by developing globally unique experiences that have a lasting impact.

# Our services

## **Face-to-face communication**

- Communicate live with events (analog, digital, hybrid)
- Fulfilling dreams with incentives
- Staging brand experiences and brand promotions
- Turning further education into an adventure
- Bringing values to life and conserving resources





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**We are part of a strong agency group  
and offer far more than  
other Event Agencies.**

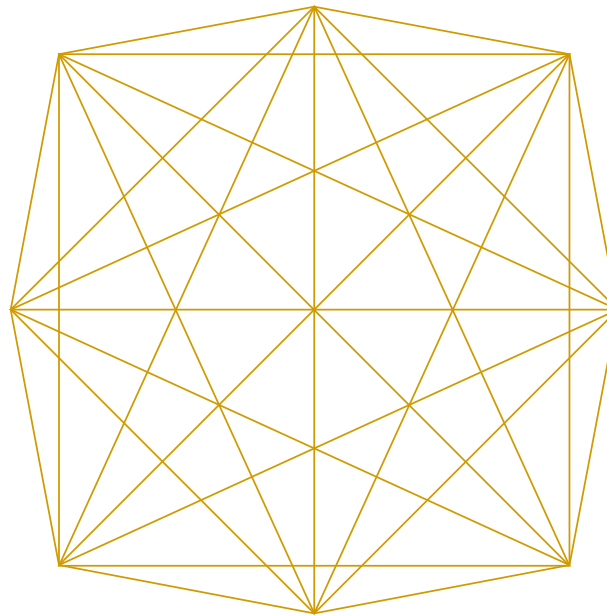


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# The Power of Multimedia.



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# Studio e

The studio for music composition, sound design, audio, film and multimedia productions was founded in 2003 by Christian Enzenhofer, Renate Lugmayr and REICHLUNDPARTNER and is now one of the most renowned multimedia producers in Austria.

# Audiovisual Storytelling

Whether advertising jingles, radio or TV spots, image films or animations, they are all only as strong as the emotions they arouse. That's why we specialize in audiovisual storytelling. In addition, we have a unique in-house combination of image and sound, which enables you to work creatively and efficiently in a whole new way. As a professional advertising studio with over 30 years of experience, we know what is important and can advise you on both radio productions and multimedia projects, both conceptually and technically.

# Audiovisual Storytelling

We have an ISDN connection for national and worldwide voice recordings, 5.1 technology for surround mixes, have extensive experience in jingle and music productions as well as voice management and produce for all media: radio, TV, cinema, trade fair and image videos, telephone tapes, POS, Internet ...

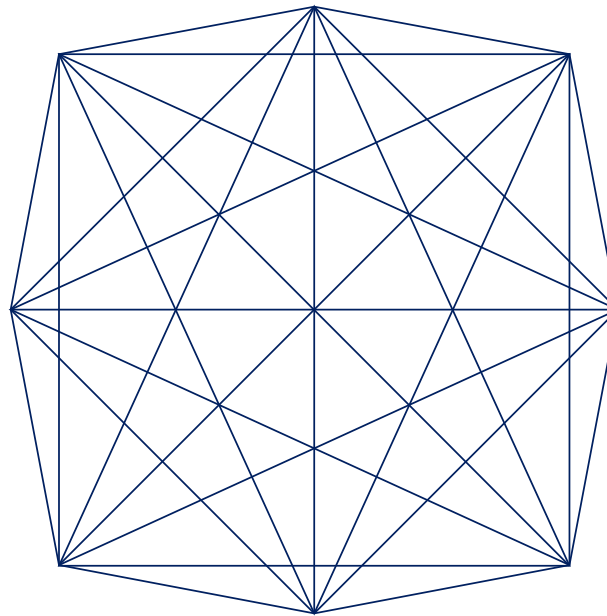
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REICHLUNDPARTNER  
Fullservice

Our credo

"We are big enough for  
**solving complex tasks.** And we are small  
enough to provide **individual support** to our  
customers."

REICHLUNDPARTNER  
Fullservice

Thank you for your attention.