

Agency presentation

Since its foundation in 1988, the REICHLUNDPARTNER agency group has developed into one of the leading communications agencies in Austria. With a comprehensive range of services and highly specialized, independently managed units, we offer innovative, holistic solutions for all areas of **analogue, digital and social brand communication**.

Our **experienced and highly trained "creative and knowledge workers"** and a **customer community** of more than **1,500 CEOs and marketers from a wide range of industries** ensure a lively exchange of opinions from which everyone benefits.

REICHLUNDPARTNER is therefore much more than just an advertising agency. We think holistically, work proactively and are thus an inspiring source of inspiration and reliable implementer when it comes to **brand positioning, creative strategies, corporate design, classic and digital advertising campaigns, holistic media strategies, designing and programming websites, web platforms, e-commerce, social media, public relations, event marketing or the development of innovative business models**.

I would be delighted to present REICHLUNDPARTNER to you **personally**.
Please do not hesitate to contact me if you have any questions.



Rainer Reichl | rr@rup.at

PS: We are **big enough** to solve complex tasks and **small enough** to provide our customers with individual support.

Facts & Figures

Founded: September 1988

Today: one of the most powerful agency groups

Team: 170 specialists and generalists, no freelancers

Locations: Vienna, Linz, Graz

Branch offices: Munich, Zurich

Networked worldwide: with over 100 agencies

Awards: Cannes Lions, German Design Award, European Art Directors Club ...

Equivalent billing: 131.7 million euros

Our customers:

- Renowned national and international groups
- Hidden champions, leading companies
- Nationally and internationally active SMEs
- Young companies, start-ups
- Institutions, NGOs

Our industry expertise:

- Retail & eCommerce
- Consumer Goods
- Fast Moving Consumer Goods (FMCG)
- Services
- B2B, B2C
- Corporate Social Responsibility
- Employer branding

One of the best agencies in the country from a client perspective: In 2020, 2021, 2022, 2023 and 2024, Austrian marketers evaluated the agency landscape in terms of **creativity, innovative strength, consulting strength and expertise** and awarded our agency group **top marks in all areas***.

*No. 1 at **Medianet Xpert Awards** 2020, 2021, 2022, 2023, 2024

*Excellence **Award** 2019 for outstanding agency management

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The Customized Agency

With REICHLUNDPARTNER **you configure your ideal agency** for all areas of classic, digital, social and live communication.

REICHLUNDPARTNER Advertising - boosting competitiveness

Your team for strategy, campaign creation and design

REICHLUNDPARTNER Digital - shaping digital excellence

Your team for all digital media and eCommerce

REICHLUNDPARTNER Media - maximizing efficiency

Your team for integrated media planning and buying

REICHLUNDPARTNER Public Relations - generating publicity

Your public relations team

REICHLUNDPARTNER Future Thinking - exploring the unknown

Your team for the development of new business models

SMC Social Media Communications - growing audiences

Your team for social media

Company for experience marketing - outstanding experiences

Your team for events and incentives

Crazy Film Productions

Your team for video and film productions

Studio e

Your team for sound recordings, music productions, film editing and multimedia

Our range of services

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

Creation & Design

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

Web Development

- Frontend Fullstack Development
- Backend Fullstack Development
- Fullstack Development

Project management

- Smooth job processing
- Cost management
- Time management

Our philosophy

"We are strengthening competitiveness
of our customers in the long term."

We support commercial enterprises, institutions, organizations and individuals in strengthening their competitiveness and thus achieving sustainable success through goal-oriented, creative and networked communication, in particular through strategy, creation and project management.

"We offer our employees
the best jobs in our industry."

Our agency locations are in the best inner-city locations and are perfectly designed. However, the individual is at the center of our philosophy. We therefore encourage our highly specialized "creative and knowledge workers" to develop their talents in the best possible way and to develop personally and professionally in order to achieve a high degree of **personal responsibility, independence, self-confidence, competence, performance, empathy, economic productivity, team orientation, identification and personal fulfillment**. In doing so, we strive for sustainable and long-term cooperation with our "creative and knowledge workers". Agency locations: Vienna, Linz, Graz

"Together with our business partners, we create
real partnerships."

We offer our business partners (media, creative partners, suppliers, consultants, etc.) the opportunity for team-oriented, fair, productive and sustainable cooperation in order to achieve the best possible results for our clients.

"We support science and society."

To this end, we have set up the charitable "Stones for Life" foundation, which supports national and international projects in the field of cancer research and for the benefit of children in need.