

## Agency Presentation

As one of the most powerful communications agencies in the country, we are already a valuable partner for many national and international companies in all areas of marketing communications. But of course we are always interested in new, exciting challenges.

We probably think and act a little different, but that's only to the benefit of our customers. REICHLUNDPARTNER is much more than an advertising agency. We think holistically, work proactively and love to be an inspiring source of inspiration and a reliable partner when it comes to brand positioning, creative strategies, corporate design, classic and digital advertising campaigns, employer branding, corporate social responsibility projects, holistic media strategies, design and programming of websites, web platforms, e-commerce, social media, public relations, event marketing or the development of innovative business models. Our team of 170 creative minds has many years of experience in both national and international b2c and b2b communications.

We would be pleased to present REICHLUNDPARTNER to you in more detail.  
If you have any questions, please do not hesitate to contact me personally.



Rainer Reichl

PS: By the way, we are big enough to solve complex tasks and small enough to provide individual support to our clients. ☺

## Facts & Figures

Founded: September 1988

Today: one of the most powerful agency groups

Team: 170 specialists and generalists, no freelancers

Locations: Vienna, Linz, Graz

Branches: Munich, Zurich

Global network: with over 100 agencies

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

Equivalent billing: 134,6 million euros

Our customers:

- Renowned national and international corporations
- Hidden champions, segment leading companies
- Nationally and internationally active SMEs
- New business, start-ups
- Institutions, NGOs

Our industry expertise:

- Retail & e-commerce
- 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:** Leading Austrian marketing professionals have evaluated the agency landscape in 2020, 2021 and 2022 in terms of creativity, innovativeness, consulting strength and competence and have awarded our agency group with top marks in all areas.\*

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

Excellence Award 2019 for outstanding agency management

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## The Customized Agency

Are you looking for an agency that really suits you? Would you like one contact for all areas of marketing communications or would you prefer to work with several smaller specialist agencies?

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

### REICHLUNDPARTNER **Advertising**

Your team for strategy and the creation of campaigns and design

### REICHLUNDPARTNER **Digital**

Your team for all digital media and e-commerce

### REICHLUNDPARTNER **Media**

Your team for integrated media planning and buying

### REICHLUNDPARTNER **Public Relations**

Your public relations team

### REICHLUNDPARTNER **Future Thinking**

Your team for the development of new business models

### SMC **Social Media** Communications

Your social media team

### Gesellschaft für **Erlebnismarketing**

Your team for events and incentives

### Crazy **Film** Productions

Your team for video and film productions

### **studio e**

Your team for sound recording, music production, film editing and multimedia

# Our range of services

## Strategy & Tactics

- Brand positioning
- 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 integrated advertising campaigns
- Development of market research concepts

## Creation & Design

- Development of individual advertising materials
- Graphic design that shapes identities
- Corporate design/brand stylistics
- UI/UX Design

## Web Development

- Frontend fullstack development
- Backend fullstack development

## Project Management

- Smooth job processing
- Cost management
- Time management

## Our philosophy

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

We support businesses, institutions, organizations and individuals through target-oriented, creative and networked communication, in particular through strategy, creation and project management. With a single focus - to strengthen competitiveness and achieve sustainable success.

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

Our agency locations are in the best city center locations and are perfectly designed. The individual is the core of our philosophy. We therefore encourage our highly specialized "creative and knowledge teams" to develop their talents to the best of their ability and to grow personally and professionally, thus achieving a high level 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 collaboration with our "creative and knowledge teams". Agency locations: Vienna, Linz, Graz.

"With our business partners,  
we create real partnerships."

We offer our business partners (media, creative partners, suppliers, consultants,...) a team-oriented, cooperative, fair, productive and sustainable partnership in order to achieve the best possible result for our clients.

"We support science and society."

To this end, we have established 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.