

1 What is COMMUNICATION about?

The communication landscape in Germany has undergone some fundamental changes over the past few years. Until fairly recently, technology-oriented argumentation stood in the foreground of business and trade periodical reporting, and purchasing decisions were primarily based on cut-and-dried marketing and product-policy aspects.

Today, consumers are faced with more and more first-class products and suppliers with more and more competitors selling them. In other words, a large proportion of commodities are of equal high quality. This increasing homogenization of products and services is driving companies to distinguish themselves and gain a unique market position by addressing emotional responses.

COMMUNICATION builds up lasting relations.

However, once established, relations require more than just occasional contact. What is required is ongoing dialog-based interaction.



All of the services COMMUNICATION offers – from writing press releases to cutting profiles at shows or symposia – are directed towards creating dialog, whereby the intention is not simply to sell products, but to generate and convey a feeling of corporate culture. COMMUNICATION is active at all levels that meet the public eye - ranging from the basic product to the complete spectrum of a corporation's services - thereby generating a consistent corporate image. The communicative emphasis is on making the client a market factor whom the consumer expects to provide impulses, ideas and trends. The enterprise is accepted as a partner, as an organization that finds attention and respect - both among its own personnel and consumers at large.

COMMUNICATION has committed to a high level of transparency in their commercial transactions. In 2007, it has become a member of TRACE International, an association specialized in anti-bribery. (For more information please visit www.traceinternational.org).



2 Media planning for print media

Professional communication requires medium and long-run planning. Our daily PR work for clients in the IT and capital goods sector is accompanied by systematic evaluation of the relevant themes dealt with by specialized journals and the financial press.

This creates transparency on the themes and topics regularly featured by the periodicals in question.

Theme-related planning

For example, if one of our customers in the client/server field wants to concentrate on a certain theme in the print media, COMMUNICATION will compile an overview of all the daily and trade newspapers that will be dealing with the topic in the defined period. This in turn enables us to inform the respective media vehicles in good time of planned press releases and user reports, and means that the client will be taken into consideration when coming issues are being planned at editorial conferences.



Time-related planning

For example, if a client is planning to launch a product in a certain month, COMMUNICATION will draw up a comprehensive overview of all the daily and trade periodicals publishing a feature on this sector during the period concerned.

The above planning approaches enable our clients to exploit their in-house resources more effectively and guarantee that the responsible officers furnish commentaries and user articles in good time. They also mean that press material is sent out solely to the pertinent media vehicles, enabling a more efficient deployment of resources and reducing mailing effort.



3 Media planning for TV and radio

Radio and television topics are more general in scope than in the case of the print media and center on themes of contemporary social or financial interest, such as telecommunications or the information highway. Positioning individual products or providing concrete product information are issues that step into the background in this kind of media work; rather, companies benefit from the image gain. COMMUNICATION steps in here to suggest topics and programs for establishing presence and activates contacts with the individual stations.

TV and radio are supremely effective media for presenting product-related information on the occasion of major shows.

COMMUNICATION can look back on many years of experience in this area of media relations and has the necessary contacts for positioning information in good time.



4 Press database

Equipped with databases especially tailored to the IT industry in general and client-specific target groups in particular, COMMUNICATION commands the necessary prerequisites for target-group focused distribution of press releases and user reports and for similar press activities.

We maintain databases on the following categories:

- business press,
- computer press,
- trade press,
- special interest publications,
- local press,
- radio and TV.

These databases are checked and updated continually. Our contacts to the media also guarantee that product and company-related material reaches the correct editorial executives.



5 Press releases

Due to our continual presence in the press environment, COMMUNICATION creates a basis of acceptance and trust that is instrumental in positioning our clients as competent partners in the areas of business for which they stand.

COMMUNICATION positions product announcements and trend topics with press releases that feature:

- sound research on the basis of the provided information,
- professional contents and layout,
- names of contact persons for further information,
- picture material.

COMMUNICATION also compiles press kits with details of marketing, product and company goals in support of oral press contacts.



6 Customer reports

COMMUNICATION supplies full service on customer reports and success stories, ranging from the basic concept, coordinating appointments and conducting interviews to the procurement of photo material and the provision of camera-ready text and picture material. Customer reports and success stories are a powerful PR tool and a significant aspect of trade and branch-related press relations. COMMUNICATION generates various versions of the story to guarantee multiple use in branch and trade-related publications.



7 Specialized press

In attending to product- and trade-oriented media such as the trade press, COMMUNICATION supplies target-group information to accompany important product announcements. This information is primarily furnished to trade periodicals that resemble business publications in their style of reporting, such as *Computerwoche*, *Computer Zeitung* and *vwd*.



8 Press conferences and contacts

COMMUNICATION organizes interviews, round table discussions and press conferences as a means of setting up and maintaining a long-term relationship between a client and the press.



9 Events and functions

COMMUNICATION supplies full-service organization of in-house exhibitions, press conferences, colloquia, information trips and so on, comprising planning, inviting, preparing and managing the event itself, speaker and participant briefing and provision and mailing of press kits.



10 Brochures/magazines

COMMUNICATION assumes research, conception and final editing tasks in the publication of brochures, customer magazines, house journals and product flyers, and furnishes consultation services for layout and illustrations. Printing-related services can be provided on request.



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Sales promotion

The sales promotion activities that COMMUNICATION undertakes for its clients are directed at important representatives of the defined target groups as well as selected sections of the public. The activities, which range from dealer and customer-directed measures to trade fair representation, seek to establish an ongoing dialog process. The following target groups are also addressed in view of their product advocacy potential:

- associations,
- dealers, distributors, partner firms,
- customers and interested parties.

Sales promotion activities comprise:

- exhibitions and road shows,
- association work,
- brochures and other publications.

