

Our Service Portfolio: Communication



Communication with a Clear Course

Strategy and Marketing

Good and successful marketing strategies call for a high-level concept and differentiated time and resource planning. Selecting adequate marketing and branding tools, a reasonable use of actions, and sound budgeting are the basic components for successful marketing in changing markets.

For that reason, Spreeforum's comprehensive product and service range offers you a great variety of detailed communication actions which we customise in collaboration with a team of experienced specialists to create the perfect overall concept for your needs. We also provide the option of simply implementing specific components of your projects.

Spreeforum can be both your advisor and your implementor for advertising skills associated integrated communication. For us, strategic planning is as important as a perfect implementation, since advertising communication in particular requires strategy, tactics and accuracy right from the outset.

Design and Advertising

Corporate design, classical advertising and sales marketing – that's our contribution to your success. Our experience in the areas of Corporate Identity and Corporate Design is the cornerstone for your market presence. We create advertisements, communication media, TV, and radio spots. For B2C and B2B communication. Using promotion, sales promotion, and point of sales action, we increase your turnover and ensure the success of your sales efforts.

We offer cross-media concepts, extraordinarily sophisticated design and an assiduous implementation of all services included in the full service.

eSolutions

The „New Media“ is an established part of our marketing mix. From the first planning meeting to clean programming, Spreeforum is your expert contact.

We advise you on technology, website, CMS (Content Management Systems), online marketing, inter-, intra- and extranet and e-commerce applications such as online shops and tools for your online direct marketing.

Our specialists combine graphic and design elements, practical usability and special technical programming details to create a seamless finished entity. It is this combination of optical elegance and attention to technical details that makes online communication a success.

Public Relations

Good public relations and sales promotion or individual PR measures do not have to be expensive. It is more important to adequately and efficiently address the right target groups and to show a maximum level of authenticity. This requires an exact analysis and careful strategic planning.

Spreeforum supports you in both planning and implementing the complete strategy and individual actions.

In our opinion, using the media is as important as involving your employees, customers and partners. Spreeforum supports you in all areas of corporate communication and representation and places your message wherever you would like to see it.



Our company possesses great theoretical and practical knowledge regarding methods, effects, and use of communication in business, politics, and the public. In collaboration with our clients, we develop a communication strategy and define the desired image of the product, the brand or the person. We assist you in dealing with the media and placing your message with the defined target groups. Nothing is as individual as communication and its related goals. Thus, we do not offer ready-made solutions but tailor your communication package exactly to your needs.

Fairs and Events

As a Communication Agency, it is also our job to organise events for our clients.

If desired and depending upon the goal of the event, we arrange small fireside chats or off-the-record conversations as well as press conferences. In collaboration with our partners, we can also organise and prepare conferences and major events in Germany and abroad – according to your wishes and specifications. For event management, we can show numerous references from German and international customers.

Direct Marketing

We create your direct marketing concept by deriving a target group from your marketing goal. Innovative concept and production methods draw the attention to our mailings and complementary communication actions.

We can support you in selecting the target group and creating and producing an ideal mailing through to any follow-up actions. Thus, direct marketing becomes a marketing tool with the utmost efficiency. Text, design, production and distribution from one source create a successful and unified end product.

Sales Promotion

At the point-of-sale, your direct contact with your customers, your corporate identity determines whether or you will have success. From packaging design to creating your sales and presentation areas - the more attractive and the more targeted your appearance is, the more purchasing incentives you create.

But Spreeforum can do more than that: In addition to concept and design services, we provide comprehensive merchandising actions. Drawing on our experiences gained at events, we can start our actions for you in specialist shops and supermarkets – thus placing your goods and services right where your customers are. We organise the dialog with your customers about your products. Spreeforum is there for you – from the first idea to final implementation.

Campaigning

Spreeforum sees campaigning as a high-level strategic approach to social communication to reach certain goals and to place pre-defined topics. The campaigning process encompasses everything from analysing your initial situation and planning the communicative actions to creating and supporting an ongoing campaign.

Here, the Internet and up-to-the-minute media are the focus of a successful media mix. For transparent and persuasive campaigns, these are the most important tools for information, communication and mobilising and organising the target group. Again and again, non-profit organisations have proven the power behind a well-conceived communication strategy: both for social concerns, for their internal member organisation and – last but not least – for administrative communication issues.

Text

„In the beginning was the Word.“

Spreeforum's texters create short and long texts – ranging from a slogan to a flyer and from a brochure to a book – commercial and funny or serious and informative, for all industries, for press and advertising, for print and web.

Products

To emphasise our full-service claim, Spreeforum does not only do the commercial spadework but also the actual implementation and production of all of your media and products. Our service portfolio ranges from print and production of give-aways to processing and production of promotional textiles and banners. We also plan, design, and position outdoor advertising and vehicle labelling.

Thanks to our strong service partners, you get top quality at fair prices – from coasters to exhibition stands, from huge posters to pens. Media design and media production call for experience – and a strong team to implement them!

TV and Image Movies

Image movies, video clips, and animated image sequences are becoming a standard component of advertising communication. There is hardly any company or VIP not using this kind of image cultivation - on the Internet, in the context of presentations and company visits or for special occasions. If nothing else, video portals in the Internet have increased the speed of this development. Today, an image clip or an advertising video are basics of professional corporate communication.

Spreeforum supports you in planning, developing, producing, processing, and placing your product or image movie. We are your skilled contact for all aspects from script and professional design to the final production – professional and from a single source.

Spreeforum offers:

- Shot product and image movies
- Static motion pictures
- Animated 3D product and image movies
- Podcasts and short clips

For these productions, our company works with experienced journalists and camera people, TV, sound and editing studios, creative animation and Internet experts and directors. This will give you the right result – whether you want it to be journalistically correct, advertisingly cool or emotionally moving.

SPREEFORUM INTERNATIONAL

Symbiose aus Beratung und Agentur

