



CORPORATEBIZ

Vienna, Austria



Corporate Branding Brand- and Marketing Advisory

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Client Benefit

- Increase in the success of Your brand
- Momentum for Your brand via a neutral, external professional.
- Interbranch brand & marketing know-how since over 25 years

Scope of Service

- Critical brand-status-quo-analysis (strength, weaknesses)
- Recheck on effectiveness of current marketing activities
- Strategic recommendations for enhancement of efficiency
- Advisory and supervision for brand launch & re-launch
- Pitch-Moderation
- Agency monitoring & supervising
- Awarding & supervising of market surveys at the university of economics, Vienna

Expertise

- 12 years international brand company expertise: P&G, Nestlé, Maresi
- 6 years board member BBDO advertising agency
- University assistant & lectorate at the university for economics, Vienna
- Since 2002: brand and marketing advisor, certified management consultant, Austrian journalist, president of the exclusive business-circle KS-Circle www.ks-circle.com, chief editor of the travel information platform www.luxurytravel.at

References (alphabetically)

- ✓ Austria Glas Recycling, Bakery Der Mann, Bäckerei Legat, Competition Partner Group, Connoisseur Circle, Donauzentrum, Elite Möbel, Energietank, Falcontrol, IP Austria, Esteé Lauder, Golf Festival Kitzbühel, Holzacker Franzbranntwein, Hutchison 3G, Klima:aktiv, KS-Circle, Libro, McCain, Salinen Austria, Sara lee, Servica, Umweltbundesamt, Hotel Park's, Schlafstudio Helm, Valentin, Wiesbauer, Wietersdorfer Group.

CORPORATEBIZ - Strategic Partners to enhance Your Corporate Success