

Press Release

PR!NT Communications Consultants provides integrated communications consulting

Unterhaching/Munich, 25 April 2008. From 1 May 2008 the PR!nt Agency for Public Relations is repositioning itself, both in terms of the company's activities and its staff, as a provider of integrated communications consulting under the name Print Communications Consultants.

With new services and world-class additions to the team, the agency is positioning itself as a navigator for the customer. New offices in Berlin and Düsseldorf allow close ties with the network partners. At the helm are Christine Walther, Managing Director of the agency for more than 20 years, and Markus Hilse, Managing Partner at Pleon until the middle of 2007. "The communications landscape is going through a period of fundamental change. Communications channels are becoming increasingly fragmented and the target groups are becoming more and more diverse", Managing Director Christine Walther said explaining the restructuring. Markus Hilse added, "With our new range of services we guide our customers through this new communications landscape and help them to reach their goals with the right activities".

Expansion – physically, in terms of services, and staff

In addition to the existing field of marketing communications, the agency will step up its activities in corporate communications and events and has also added public affairs to its portfolio. Two worldclass new team members will support the two Managing Directors: Anja Schlicht – who shaped the international and political communications of numerous associations, NGOs and major

companies on the agency side in recent years – will be responsible for Public Affairs. Melanie Endelmann, who was previously in charge of communications for Red Bull Deutschland and who worked in front of and behind the camera for Bravo TV, will provide reinforcement for marketing communications.

Close links between disciplines

In addition to its offices in Munich/Unterhaching and Hamburg, Print Communications Consultants is now also represented in Berlin and Düsseldorf. The close ties between all the communications disciplines, which has been practised so successfully in the Heye Group for many years, are also offered with the other partners in the DDB network – DDB Germany, Rapp Collins and Tribal DDB.

Print Communications Consultants sees itself as a provider of integrated communications consulting and navigator through the fragmented communications channels. Its activities focus on the four service areas: corporate communications, marketing communications, public affairs and events. As part of DDB Worldwide, the agency has about 50 consultants in Unterhaching/Munich, Hamburg, Düsseldorf and Berlin who link up all the communications disciplines. The agency was founded by Heye & Partner in 1981. Its customers include national and international brands like McDonald's, Campari, CMA, Wintershall, VW and congstar.

2.507/2.932 Terms

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