

Components for good marketing

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01 marketing advice



marketing advice

To see more clearly, a different perspective or the viewpoint of someone else does help. We take care of product and target group analysis for you and create a feasible marketing concept for you, so that tomorrow, you can adapt even better to your customers in dialogue marketing. You always need to communicate the value of products and services for your customers in greater detail.

With our help you remain in touch with your customers the day after tomorrow, too. We put into place what you need and, if necessary, take care of your entire marketing presence as well.

product analysis

Everything begins with the product and the target group. We analyse the special advantages of the product with our customers. Experience shows that manufacturers and service providers take certain product characteristics for granted which are, in fact, unique. Or, for that matter, that a manufacturer overemphasises product qualities in which the potential buyer is not interested.

Gaining a clear understanding of the strengths and weaknesses of a product and defining them so that they can be understood is a prerequisite for the procedure to be defined comprehensibly.

marketing strategy

A holistic approach to marketing needs all its ingredients to be completely joined together so that a primary goal can be accomplished.

Our product and target group analyses, budget calculations and marketing measures are elements for a successful marketing concept. They form a working basis for rationalising time schedules, structuring distribution of tasks and serve to measure the success of operational processes.

dialogue marketing

Further elements on the road to success are creative channels of communication in dialogue marketing. Where do we speak to which customers? How can we express the use and service of our customers' products to possible target groups as much as possible? How can we open feedback channels for new interested parties? Who addresses which markets and through which channels?

marketing representation

For medium-sized enterprises and for products with an acute need for advice, we look after the entire marketing presence or representative office, including research of customer contacts. This applies to the B2B and consumer domains. Our services include the setting up of customer databases, direct mailings and press work.

target group analysis

A product can be as good as it is, but still won't find any buyers on its own. But even small target groups can be reached economically when you define your way there carefully.

With our customers we analyse the special needs of the market and potential customers and use the results of market research for an up-to-date marketing and communication strategy.

02 public relations



public relations/press work

We bring both the experience of the editorial staff of broadcast and print media and from press offices in industry and commerce. We know which press texts journalists need in the hectic editorial staff routine: a meaningful press release that can be used quickly for print and online editorial purposes. Organising press conferences is as much standard business for us as preparing talks and exclusive contributions or appearing on your behalf under your company's name (Rent a press officer).

The right meeting and conference documents for all events are your calling card - because good communication on facts, news and innovations is a link in the chain to economic returns.

press texts

We would like there to be a lot said about you and all of it good. We can achieve this with regular german press releases or by completely taking care of your public relations towards press, customers and associations.

The understanding of economic and scientific content is as important for a good press text as exact and creative writing and making a good distribution list for the right target group.

Only in this way we can attract the attention of journalists and produce an important text in the right medium. If required we will supply you with a printed or electronic press review within the context of the copyright laws. You can provide this press review to your customers as a reference.

online publishing

Push and pull communication form a unique connection through the World Wide Web if they are used. We provide your press release to the editorial staffs of appropriate news portals on the internet or publish it ourselves where possible. This increases the visibility of your products and services in search engines in many cases.

rent a press officer

One of our employees can appear as your press officer under your company name. This strengthens your company image and confidence in your marketing communication.

talks/ghost writing

Do you have the opportunity of publishing a named article in a professional journal? Do you wish to give a talk at an international convention? Use this opportunity even if you have no time for preparation.

We take care of background research and writing for you so that you are freed up to concentrate on your core competences.

Protecting the confidentiality of our customers is essential for us. Therefore we cannot publish any case studies here.

press conferences & conversation with the press

Can your topic be publicised by means of a widely distributed press release, an exclusive contribution, by an interview, a press conversation, a press conference? We will consult with you on these matters.

We will find the right framework, invite journalists and important opinion formers and will be at your disposal during the discussions and present your press conference.

03 promotion



direct marketing/promotion

Over thirty years of professional experience in press, PR and marketing have taught us that one tool cannot solve every problem. Increasingly, special solutions have to be found in our networked and global world in order to use knowledge of the market for you profitably.

If necessary, we also take on tasks ranging from acting as the company representative office or researching into potential customers and finding decision makers by telephone or questionnaire through to database construction, flyer design, mailing coordination and internet presence. We can cover presence at trade fairs. Organising events is part of our portfolio.

Of course, research results should not be a data graveyard. We are the right partner to work out the mailing for you and to take care of the leads, maybe also as your representative for the German speaking part of Europe.

company representative office

We take care of the complete representation for foreign companies who are looking for a contact in German-speaking Europe for media and customer contacts, ranging from the dispatch of samples up to approaching customers and press work.

internet presence

Established push methods of communication on advertisements, direct mailings, press publications and events are linked to additional information possibilities (pull) for the receiver. We create web pages which are concise, customer-friendly and affordable. Thus we offer your customers additional information sources which don't cause you unnecessary stress. A German web site can be set up quickly under our own domain or under your domain. E.g., sportweltspele.de is running under our control whilst medigames.com is the website of our customer.

customer search

We buy address databases on your behalf from address publishing houses and verify them by telephone, on the internet and in print media. You will thus quickly reach your customers and business partners in the B2B area. If required, we can create a project database for you from the address material. Costs depend on the number of data sets and size. Such projects are subject to confidentiality. Therefore we cannot publish any example project details here.

presence at trade fairs

The fair appointment is coming up, the stand has been ordered and no trained staff is at your disposal for the booth. mpr orders the stand space on your behalf and will take care for a local booth builder.

We train your staff or else can be your staff at trade fairs. We produce invitations for your customers, inform journalists about your news, look after your booth and your visitors and take responsibility for the follow-up.

events

You are planning a get-together party after the first trade fair day, an in-house fair, a tour of your plant or a working lunch with deserving sales people.

We make suggestions which premises would be suited best and calculate the costs, take care of planning and prepare souvenir photos for your customers or for your next business report.

We prepare advertisements, poster and banners with which you can announce your event.

04 about mpr



about us

mpr is an agency working in marketing advice and communication for the promotion of sales. An integrated approach which connects marketing, public relations and promotion is our strength. We provide support for German and international companies and organisations. We look after marketing and public relations for medium-sized enterprises, associations, research institutes and universities. Our team of advisers, writers, designers, database specialists and software developers offers custom-made, one-stop solutions and thus stands for full service with easy to understand pricing.

the thinking

Good customer relations are the key for success. We want to reach this also at the customers of our customers - by PR work and other communication forms. So that feedback reaches us, we watch and we structure the process of communication. We set up marketing strategies which orientate themselves at the needs of the market and which obtain high attention with affordable communication and media budgets. It is our task to find the right communication channels for your products and services to more market share and more customer satisfaction.

the main focus

Technical innovations, research, education and the safeguarding of the market economy and global exchange are important tasks in our society. Therefore we see public relations for research, education and science, financial service providers, advanced and information technologies as our special challenge. We of course also offer our services to enterprises with classic products.

the management

We are a team of people with different abilities and talents. We cover a wide spectrum of experiences and marketing competences and tie external competences required in addition.

Our contact person for research, finance economy, trade fairs and associations



Dipl. Volkswirt Michael Kip

Dipl. Volkswirt (grad. political econ.) Michael Kip - Studies at the Cologne journalist school. Studies of sociology and political economy at University of Cologne. First professional experiences at newspapers and magazines, among the WDR radio and television. Press officer at the British chemical combine ICI and at the Frankfurt Trade Fair, press officer of Commodore Computers, project manager for technical and new fairs at the Frankfurt Fair. Since 1995 head of mpr. His strengths: Analysis and communication of innovations. He is member of the German journalist association DJV.

05 selected references in detail

job description, line time	Company
Market research, direct marketing and press work on technical seminars of Fraunhofer Technology Academy, ongoing since 2007	Fraunhofer Technology Academy Munich, Germany www.academy.fraunhofer.de
Market research, direct marketing and press work on technical and scientific developments in connection with presence at Learntec fair, 2003 to 2007	Fraunhofer Society Birlinghoven/Munich, Germany www.fraunhofer.de
Press work and direct marketing on CAD software Rapidform 2007	INUS Technology Inc. Seoul, Korea www.rapidform.com
Press work on capital market products and issues, ongoing since 1995	Acatis Investment GmbH Frankfurt on Main, Germany www.acatis.de
Press work on capital market products and issues, 1997 to 2011	Universal-Investment GmbH Frankfurt on Main, Germany
Press work on capital market products and issues, corporate brochure, redesign of website, ongoing since 2008	TrendConcept Vermögensverwaltung GmbH Wiesbaden, Germany www.trendconcept.com
Marketing representation, press work, direct marketing, newsletters and customer contact, german website www.sportweltspiele.de , ongoing since 1997	Corporate Sports Organisation Marseille, France www.medigames.com
Press work on technical information products like online engineering databases and CD-ROMs, 1995 to 2007	Fachinformationszentrum FIZ Technik Frankfurt on Main, Germany
Virtual press office and marketing from Jan 2002 to Nov 2006, marketing strategy, press work, conferences, flyers, database marketing, change management	Fraunhofer Institute IPSI Darmstadt, Germany
Virtual press office from Feb 2002 to Jun 2003, April 2008 to June 2008, press work, conferences	Fraunhofer Institute SIT Darmstadt, Germany www.sit.fraunhofer.de
Event marketing, fundraising and press work for „30 years of computer science“, Spring 2002	Technical University Darmstadt Darmstadt, Germany www.30jahreinformatik.de
Marketing consulting, exhibitors acquisition, trade press work, press back office and press boxes, from Jul 1996 to Oct 2004	Frankfurt Book Fair Frankfurt on Main, Germany www.buchmesse.de
Press work, conference and trade fair support, 1996 to 2004	Folio / NextPage (professional publishing software) Provo, Utah, USA www.nextpage.com
Sales Office, marketing representation, direct marketing, newsletters and customer contact, german website, 1998 to 2006	SODECOR SRL (specialized printer) Olgiate Comasco, Italy
General Management, Marketing, press work, website compilation 2010 to 2014	Experiminta Science Center Frankfurt on Main, Germany www.experiminta.de
Strategic marketing and brand management by cooperation partner Matthias Teichert for several online shops with import from China	www.tragwert.com , www.stinns.com , goodymax.de
Marketing, trade fair organization and representation, press work and website compilation, ongoing since 2014	ipro Consulting GmbH Karlsruhe, Germany www.ipro-consulting.de

06 company identity

company identity

As mpr marketing public relations promotion is a privately owned company in the sector of consulting and related services, we are not registered like a Limited, Inc. or German GmbH. According to German law, it is not compulsory to register a company of this type.

Mr. Michael Kip, head and co-owner, is registered with the VAT (Value Added Tax) ID Number DE-172956155. You may check the validity of this VAT ID Number online at:

http://ec.europa.eu/taxation_customs/vies/en/vieshome.htm

or on request to:

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