



# Marketing communication

**A municipality is looking to enhance its profile in order to better position itself within the competition as an attractive place to live and work. A small city wants to publicize its commitment to an Energy City label and to motivate its citizens to change their behavior. An urban development area needs to present its property portfolio in an attractive way that will encourage sales. The common theme here is that these various agendas all involve finding the right strategy and well-aimed communication measures to achieve their specific goals.**

Customers are expected to demand services and products and develop a brand preference. For the providers in the market, this means communicating messages that get their product noticed by their target audiences, who in turn will actively seek out the product. This applies both for decision-makers and specialists in the business-to-business market as well as for consumers.

Particularly when it comes to complex topics, the success of marketing communication stands or falls on its strategy, which must be well-researched and have a thorough grasp of the needs of the target audience. This enables the selling points of a service or product to be conveyed with the appropriate tonality, and the desired message to consumers to be consciously planned and communicated via suitable media.

To help our clients achieve their marketing goals:

- We conduct an analysis of the market, brand and target groups,
- We find and develop the right strategy that will reach identified target groups,
- On request, we will profile your brand and develop your corporate identity,
- We plan the mix of marketing activities across a range of media, and
- Deliver these by means of a strong creative concept with a powerful message, in alignment with the marketing strategy.