

## Are you looking for an agency that really suits you?

Since its foundation in 1988, the REICHLUNDPARTNER agency group has developed into one of the leading communications agencies in Austria. With a comprehensive range of services and highly specialised, independently managed units, we offer innovative, holistic solutions for all areas of **analogue, digital and social marketing communication**.

Our **experienced and highly trained "creative and knowledge workers"** and a **customer community** of more than **1,000 marketing specialists from a wide range of industries** ensure a lively exchange of opinions from which everyone benefits.

REICHLUNDPARTNER is therefore much more than just an advertising agency. We think holistically, work proactively and are therefore an inspiring source of inspiration and reliable implementer when it comes to **brand positioning, creative strategies, corporate design, classic and digital advertising campaigns, holistic media strategies, designing and programming websites, web platforms, e-commerce, social media, public relations, event marketing or the development of innovative business models**.

I would be pleased to present REICHLUNDPARTNER to you **personally**.  
Please do not hesitate to contact me if you have any questions



**Rainer Reichl** | rr@rup.at

PS: We are **big enough** to solve complex tasks and **small enough** to provide our customers with individual support.

## Facts & Figures

**Founded:** September 1988

**Today:** one of the most powerful agency groups

**Team:** 170 specialists and generalists, no freelancers

**Locations:** Vienna, Linz, Graz

**Branch offices:** Munich, Zurich

**Networked worldwide:** with over 100 agencies

**Awards:** Cannes Lions, German Design Award, European Art Directors Club ...

**Equivalent billing:** 131.7 million euros

### Our customers:

- Renowned national and international companies
- Hidden champions, leading companies
- Nationally and internationally active SMEs
- Young companies, start-ups
- Institutions, NGOs

### Our industry expertise:

- Retail & eCommerce
- Consumer Goods
- Fast Moving Consumer Goods (FMCG)
- Services
- B2B, B2C
- Corporate Social Responsibility
- Employer branding

**One of the best agencies in the country from a customer perspective:** In 2020, 2021, 2022, 2023 and 2024, Austrian marketers rated the agency landscape in terms of **creativity, innovative strength, consulting strength and expertise** and awarded our agency group **top marks in all areas\***.

\*No. 1 at **Medianet Xpert Awards** 2020, 2021, 2022, 2023, 2024

\*Excellence **Award** 2019 for outstanding agency management

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# The Customised Agency

With REICHLUNDPARTNER **you configure your ideal agency** for all areas of classic, digital, social and live communication.

## **REICHLUNDPARTNER Advertising - boosting competitiveness**

Your team for strategy, campaign creation and design

## **REICHLUNDPARTNER Digital - shaping digital excellence**

Your team for all digital media and eCommerce

## **REICHLUNDPARTNER Media - maximising efficiency**

Your team for integrated media planning and buying

## **REICHLUNDPARTNER Public Relations - generating publicity**

Your public relations team

## **REICHLUNDPARTNER Future Thinking - exploring the unknown**

Your team for the development of new business models

## **SMC Social Media Communications - growing audiences**

Your team for social media

## **Company for experience marketing - outstanding experiences**

Your team for events and incentives

## **Crazy Film Productions**

Your team for video and film productions

## **Studio e**

Your team for sound recordings, music productions, film editing and multimedia

# Our range of services

## Strategy & Tactics

- Strategically sound, holistic consulting
- Positioning of brands
- Development of creative strategies
- Development of digital strategies
- Development of media strategies
- Development of PR strategies
- Development of social media strategies
- Development of event strategies in the B2B sector
- Development of holistic advertising campaigns
- Development of market research concepts

## Creation & Design

- Development of individual advertising media
- Identity-creating graphic design
- Corporate design/brand style
- UI/UX Design

## Web Development

- Frontend Fullstack Development
- Backend Fullstack Development
- Fullstack Development

## Project management

- Smooth job processing
- Cost management
- Time management

## Our philosophy

"We are strengthening competitiveness  
our customers in the long term."

We support commercial enterprises, institutions, organisations and individuals in strengthening their competitiveness and thus achieving sustainable success through goal-oriented, creative and networked communication, in particular through strategy, creation and project management.

"We offer our employees  
the best jobs in our industry."

Our agency locations are in the best city centre locations and are perfectly designed. However, the individual is at the centre of our philosophy. We therefore encourage our highly specialised "creative and knowledge workers" to develop their talents in the best possible way and to develop personally and professionally in order to achieve a high degree of **personal responsibility, independence, self-confidence, competence, performance, empathy, economic productivity, team orientation, identification and personal fulfilment**. We strive for sustainable and long-term co-operation with our "creative and knowledge workers". Agency locations: Vienna, Linz, Graz

"Together with our business partners, we create  
real partnerships."

We offer our business partners (media, creative partners, suppliers, consultants ...) the opportunity for team-orientated, fair, productive and sustainable cooperation in order to achieve the best possible result for our customers.

"We support science and society."

To this end, we have set up the charitable "Stones for Life" foundation, which supports national and international projects in the field of cancer research and in favour of children in need.