

REICHLUNDPARTNER
Fullservice

The Power of Ideas.

Agency presentation

January 2025



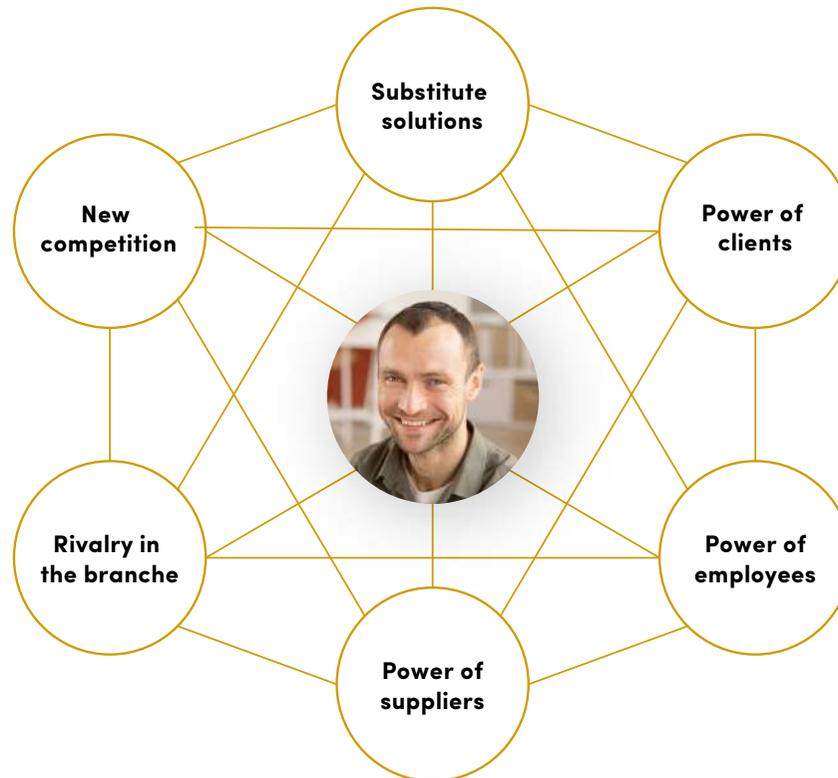
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The "challenges" are getting bigger and bigger.

External factors

Disruptive trends:

- social
- economic
- ecological
- technological



Internal factors

Perfection is the order of the day:

- vision
- strategy
- organizational structure
- systems, processes
- competencies
- culture and values
- employees

Strong partners are sought.



How do I find the right agency?

How do I choose the best agency for us?

What must an agency be able to do for us?

Are we looking for a supplier or a partner?

Sparring partner or vicarious agent?

Several specialized agencies?

One agency for everything?

What does an agency cost?

Am I prepared to pay for copyrights?

How much does an initial concept cost?

Which agency suits our company?

Which agency suits our team?

Strategy? Creativity? Project management?

Priority: Classic? Digital? Social? Event?

How closely am I tied to an agency?

Why do I need an external agency?

Which services can we create "in-house"?

What type of agency are we looking for?

Creative agency? Design agency? PR agency? Digital agency?

Media agency? Event agency? Full-service agency?

Strong partners are sought.

Several highly specialized agencies?



A holistically structured full-service communications agency?

What is better for my company?

A **holistically structured full-service communications agency** that covers all areas of marketing communication or would you prefer to work with several highly specialized agencies?

Pros & Cons

For employment several highly specialised agencies:

- Higher degree of specialization
- Diversity
- Diversity of ideas
- Client builds his own agency network
- Independence

The following speaks against the employment of several highly specialized agencies:

- No stringent brand management possible
- Information is lost
- No overall know-how
- Coordination effort increases
- Larger marketing department
- Generally higher costs
- Lower efficiency

Pros & Cons

For a holistic structured agency speaks:

- Holistic strategy
- Holistic creation
- Understanding media strategy
- Integration of PR activities
- Solid project management
- One Face to the Client
- Classic, Digital, Event
- Increased efficiency
- Lower costs

The following speaks against a holistically structured agency:

- Possibly too big
- Lack of diversity
- Special topics are lost
- Sluggishness
- Lack of creativity
- Dependence

Our recommendation:

**The best of both worlds.
"The Customized Agency"**

Our recommendation:

We have
highly specialized, independently managed agency units
from all areas of marketing communication.

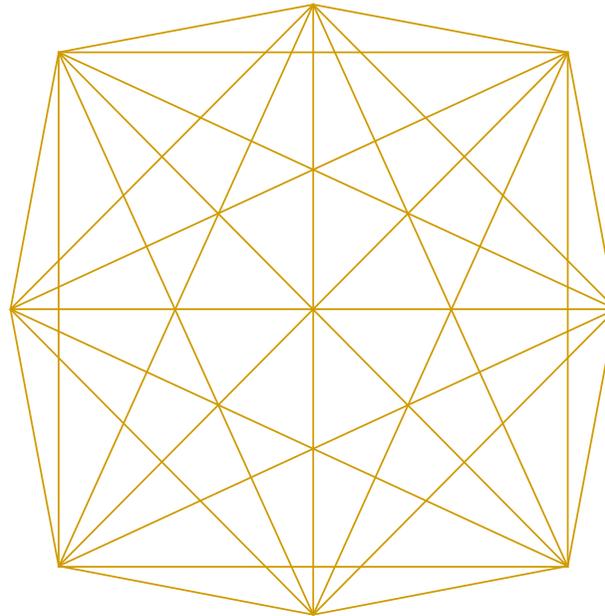
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Media



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Performance profile



REICHLUNDPARTNER
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Our core competence

"We develop **innovative ideas and strategies**
that are **interesting for the target group,**
fit the company and the brand,
can be **played across all communication channels** and
are good for several years."

Our specific services (1)

Strategy & Tactics

- Strategically sound, holistic advice
- Positioning of brands
- Development of creative strategies
- Development of digital strategies
- Development of media strategies
- Development of PR strategies

Our specific services (2)

Strategy & Tactics

- Development of social media strategies
- Development of event strategies in the B2B sector
- Development of holistic advertising campaigns
- Development of market research concepts

Our specific services (3)

Kreation & Design

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

Our specific services (4)

Web-Development

- Frontend-Development
- Backend-Development
- User Interface Design/Design-Systeme
- User Experience Design

Our specific services (5)

Project management

- Smooth job processing
- Cost
- Time management

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Facts & Figures

Facts & Figures



36

Years of experience
young



100 %

Independent, but
globally networked



170

Generalists and specialists,
no freelancers



Awards

Cannes Lions,
German Design Award,
EADC ...



> 141

million euros Billing



3

Locations in Austria
Vienna, Linz, Graz



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Our Philosophy

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Our value proposition to our customers

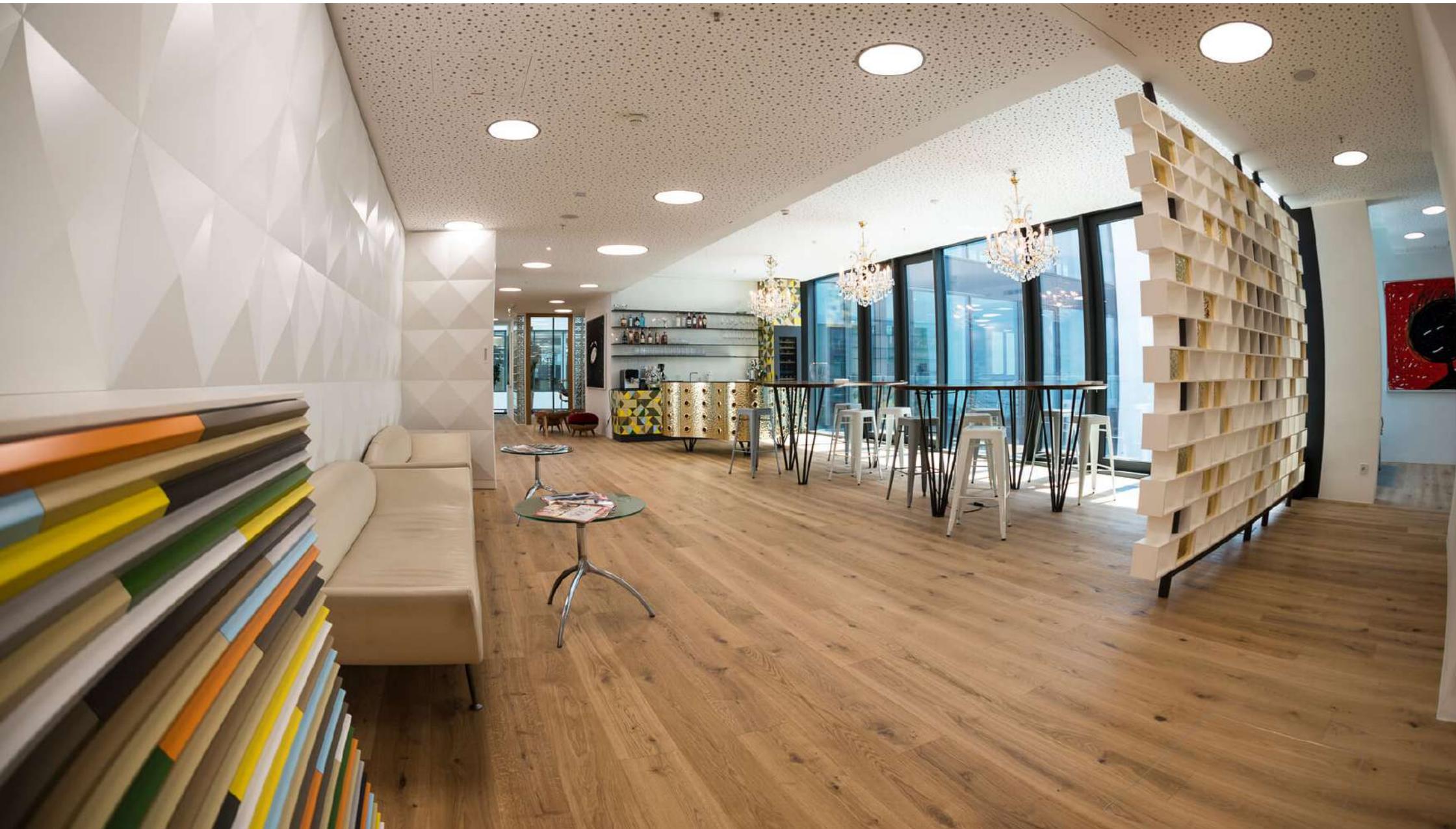
"We strengthen the **competitiveness** of our customers in the long term, through **inspiration, innovation and creativity.**"

REICHLUNDPARTNER

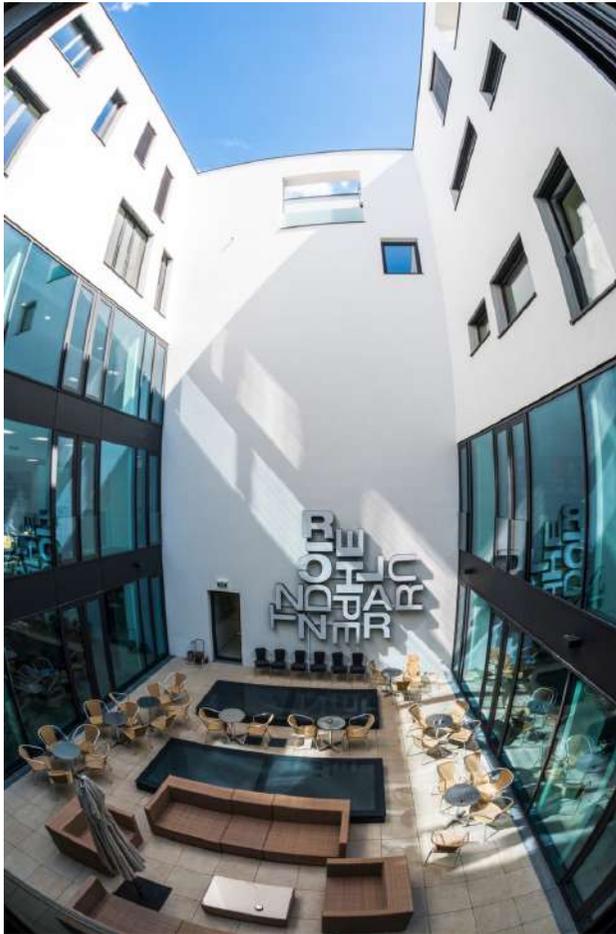
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Our value proposition to our employees

"We offer our creative and knowledge workers the **best jobs** in our industry."



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Our value proposition to our business partners

"With our business partners
we create **honest and
long-term partnerships.**"

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Our value proposition to society

"We share our success with others and support people in need as well as Austrian cancer research through the **Stones for Life Foundation**, which we founded."

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Our customers

Our customers

- Renowned national and international corporations
- Nationally and internationally active SMEs
- Hidden Champions, Leading Companies
- Start-ups, start-ups
- Institutions, NGOs
- B2B, B2C

Our Industry Competencies

- Retail & eCommerce
- FMCG
- Consumer Goods
- Services
- B2B und Technology Marketing
- Social Advertising, CSR
- Health

Platz für
Ihr Logo. :-)

ANDRITZ

Backwell
PILZ

BAUHAUS
Woher geht es weiter?

LINZ AG

maxi
markt

medyoucate
The Medical Education Network

MEI
JAGA
REI

BMD BUSINESS
SOFTWARE

BONA

BRAUNION
ÖSTERREICH

business
upper
austria

Miba

HUNZE
ÖSTERREICH

OMNI
Biotic

oövv
Der Verkehrsverbund

Canon

Caricol

Constantia
Flexibles

CULT
BEEF
SELECT

ORF oö

OTTO

PALME First Class
Shower Comfort

PBA

BACHSTEIN WEST
DÖBBAU - HIRSBRACH - ANNABERG

DA DAT
BANK

DIANA
MIT MENTHOL
GIBT SIE WOHLEN - GIBT SIEHT

Diners Club
INTERNATIONAL

PORSCHE
BANK

Reininghaus

REITER
REITZEUG & EQUIPMENT

RM
GROUP

doka

dopgas

DOPPLER
KRETTA

Dr. Böhm

Salzburg
Cancer
Research
Institute

SIEMENS

STALLINGER
HOLDING

technosert

Haas

Edelweiss
PLECKE SIE EIN!

EGGER

ETHERMA[®]
EFFIZIENT. ELEKTRISCH. HEIZEN.

TSW
LIVING LOGISTICS

THERME GEINBERG
SPA RESORT

TRADERS
PLACE

trivago

FACC

fronius

HOFBRÄU
KALENBERGER
HAUSEN

MEIN
HOLTER
BAD

True & Love

Turmöl

tys

UNITED OPTICS

HONDA
The Power of Dreams

INTERSPORT

inzersdorfer

JELD-WEN
DOOR SOLUTIONS

VAMED
VITALITY
WORLD
the relaxing
way of life

Vier + Diamanten

voestalpine
ONE STEP AHEAD.

WIEHAG
TIMBER CONSTRUCTION

KEBA
Automation by innovation.

KLEIDER
BAUER

Klinik
Diakonissen
Linz

Kronen
ÖL

Wittmann

WKO
WIRTSCHAFTSBANKEN ÖBERÖSTERREICH

WOLF

WWF

Customer view

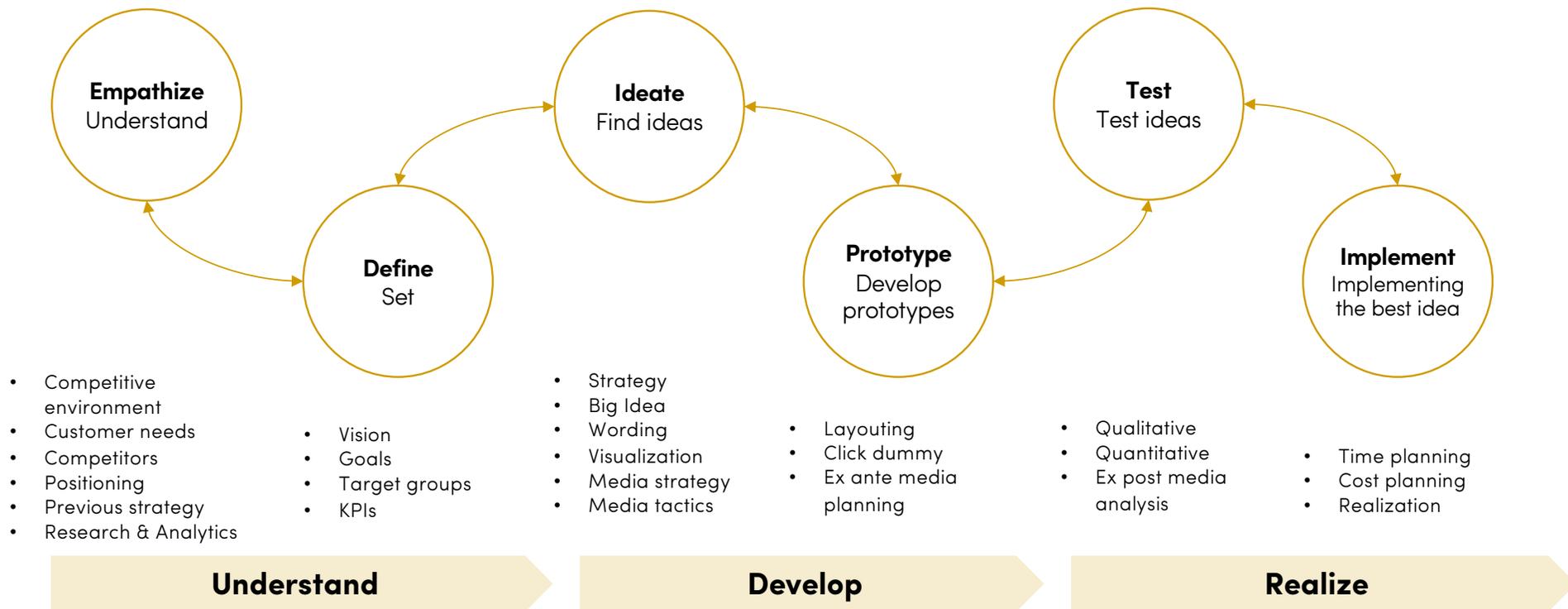
In 2020, 2021, 2022, 2023, 2024, Austria's marketers evaluated the Austrian agency landscape in terms of creativity, innovation, consulting strength and competence and awarded our agency group **top marks in all areas.***

*No. 1 at medianet xpert.awards 2020, 2021, 2022, 2023, 2024 and Excellence Award 2019 for outstanding agency management.

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Our approach

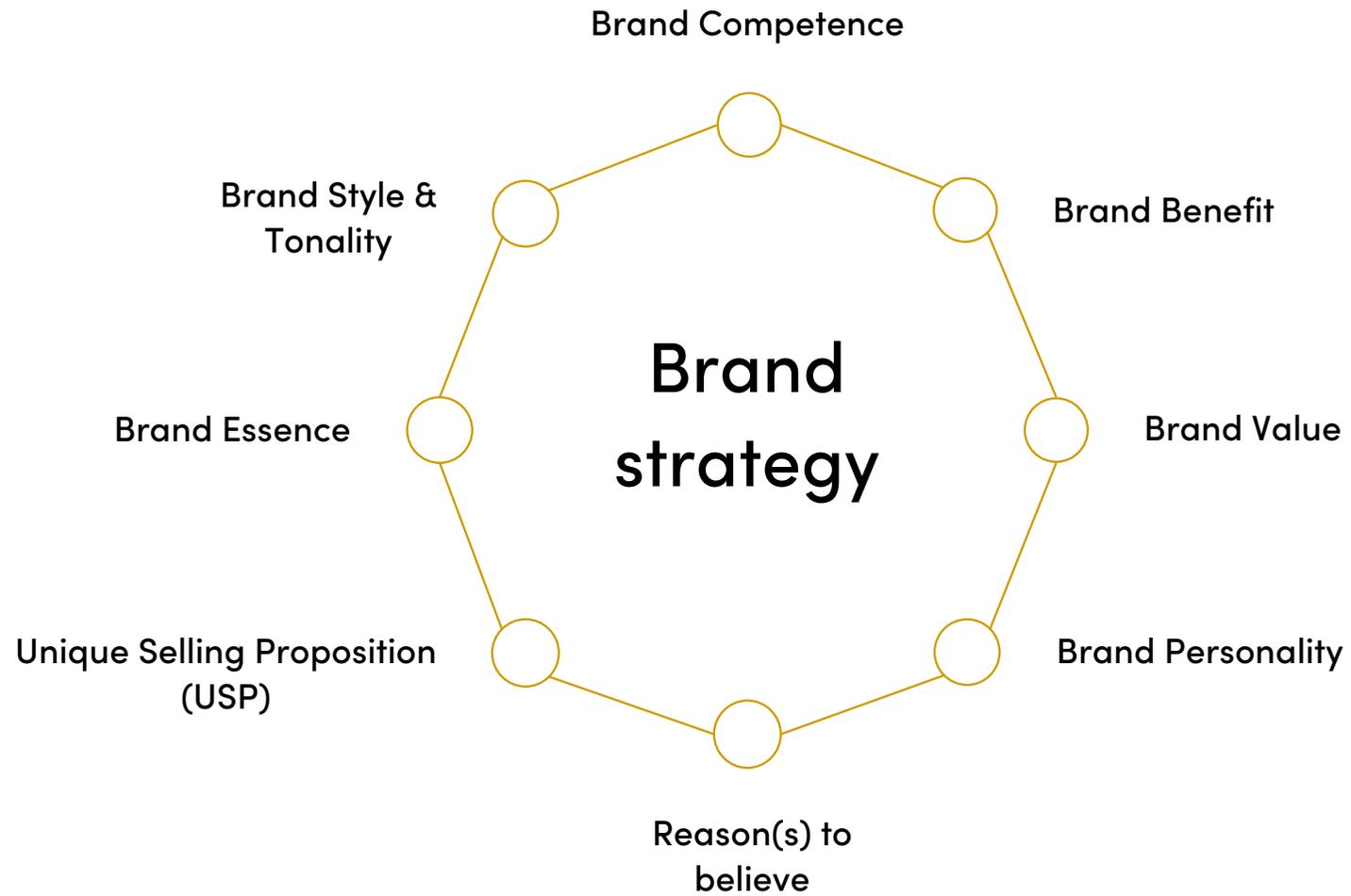
How we approach a project.





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Our model for Brand positioning



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Our units in detail

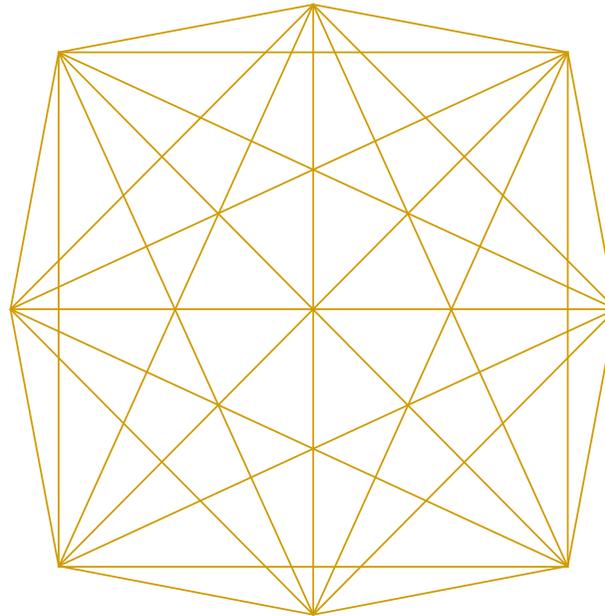
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REICHLUNDPARTNER
Advertising

The Power of Advertising.





Boosting Competitiveness.

- Innovative communication strategies
- Goal-oriented creativity
- Smooth processing

Our services (1)

Strategy & Tactics

- Strategically sound, holistic advice
- Positioning of brands
- Development of creative strategies
- Development of holistic advertising campaigns
- Development of market research concepts

Our services (2)

Creation & Design

- Development of individual advertising materials
- Identity-creating graphic design
- Corporate design/brand style

Our services (3)

Project management

- Smooth job processing
- Cost management
- Time management

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**We are part of a strong agency group
and thus offer much more than a
conventional advertising agency.**

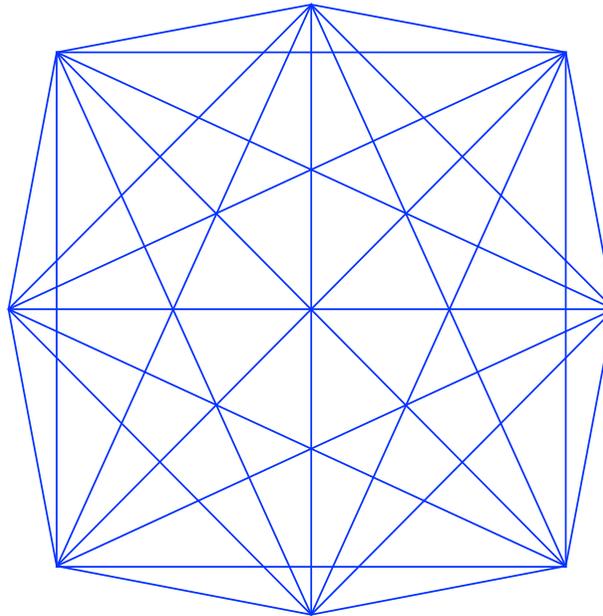
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The Power of Media.





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Maximizing Efficiency.

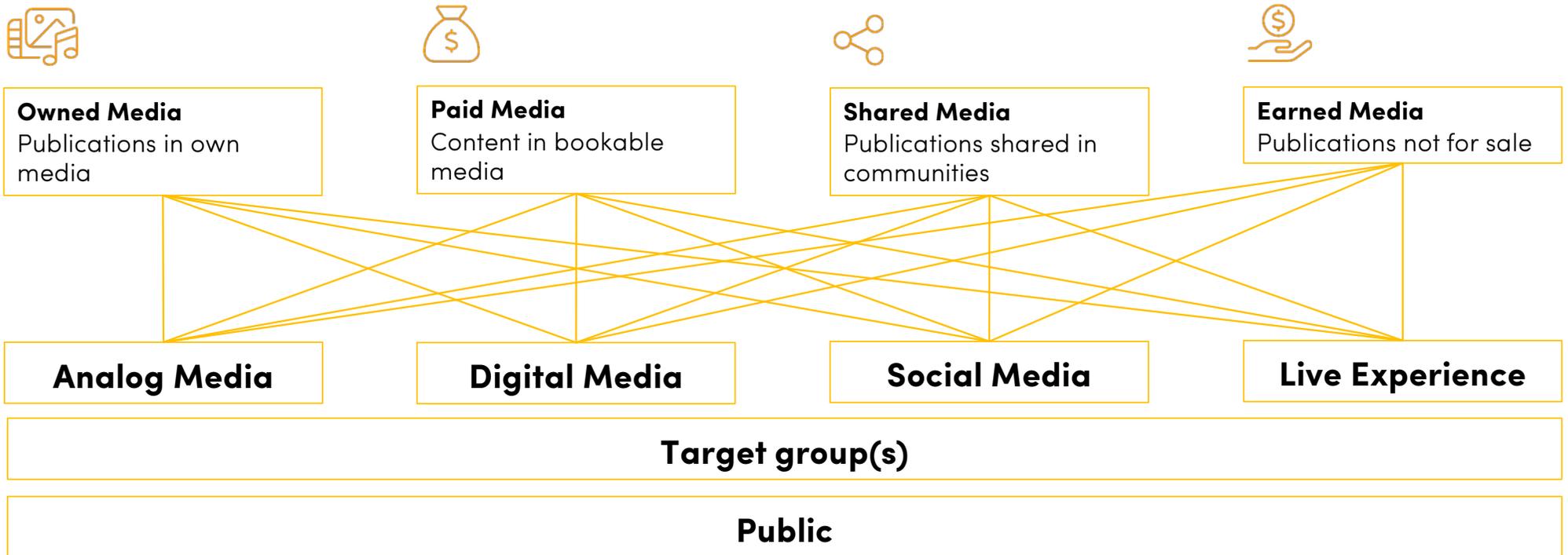
Your innovative media agency for all analogue, digital and social media. For strategic and tactical media planning, we use the most modern planning and optimization tools in our industry. Our performance has been awarded nationally and internationally.

Our services

Holistic media planning

- Strategic Media Planning
- Tactical Media Planning
- Media Optimization
- Media Buying
- Media Research
- Classic Media, Digital Media, Social Media

Holistic media planning



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What distinguishes us?

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A real 360° media agency

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We think holistically.

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Media

Highly trained,
long-standing and experienced
media planner

REICHLUNDPARTNER
Media

Individual, personal support

REICHLUNDPARTNER
Media

One Face to the Customer: analog, digital, social

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"State of the Art" Planning and Optimization tools

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Media

**Focus on Austria,
globally networked
and yet independent!**

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**We offer total transparency
and compliance.**

REICHLUNDPARTNER
Media

**We are part of a strong agency group
and thus offer much more than a
conventional media agency.**

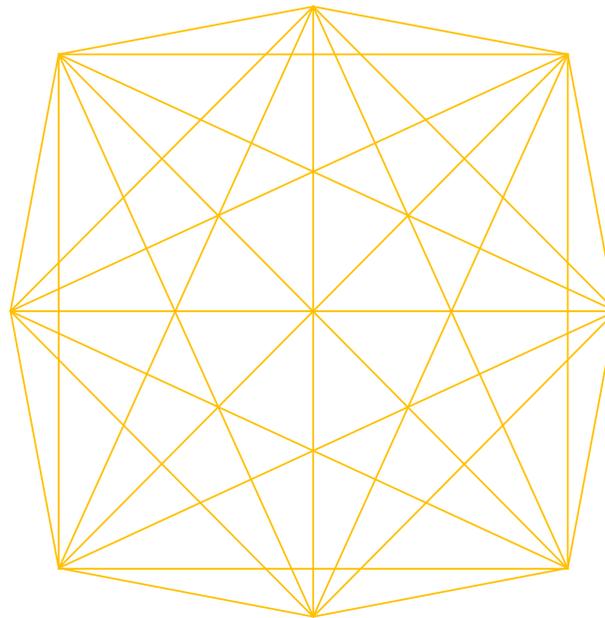
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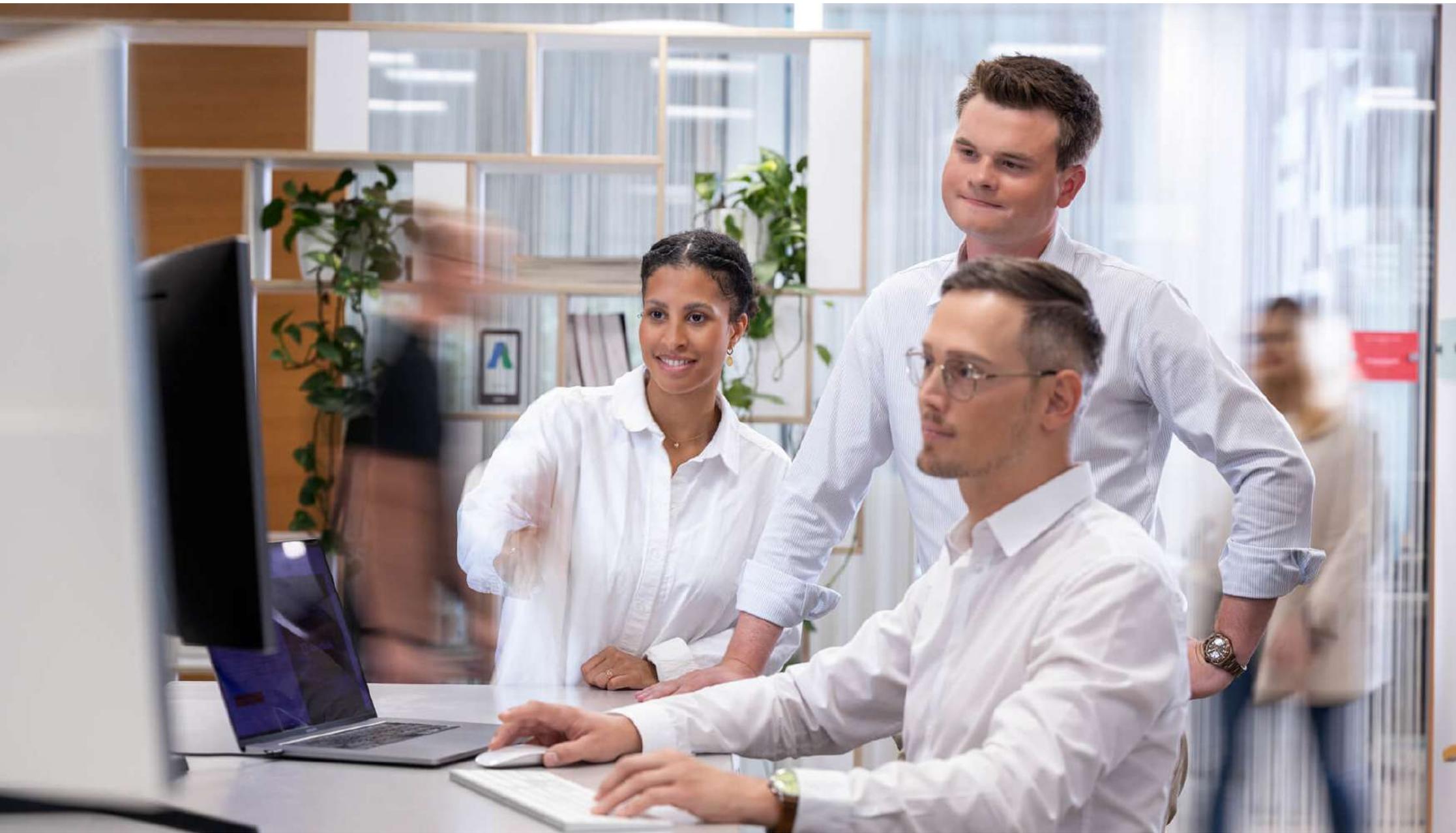
REICHLUNDPARTNER
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Since the beginning:
Top marks in the Medianet Rankings.
Our customers appreciate us. 😊

REICHLUNDPARTNER
Digital

The Power of Digital.





REICHLUNDPARTNER
Digital

Shaping Digital Excellence.

As a digital agency, we transform and digitize your business! We advise you and create corporate websites, conversion-optimized landing pages, web shops, platforms and marketplaces.

REICHLUNDPARTNER
Digital

Our performance

Consulting & Strategy

- Business Consulting
- Digital Commerce
- Sales & Marketing Consulting
- Innovation Consulting

Engineering & Development

- Technical Project Management
- Full-Stack Development
- CMS & Headless

Digital Marketing & Analytics

- SEA & SEO Marketing
- Newsletter & WhatsApp Messages
- Tracking, Analytics & Reporting
- Content Creation & Editorial

Digital Sales

- CRM
- Marketing Automation
- Sales & Prospecting

Concrete projects

- Corporate Websites
- Landing pages
- eCommerce
- Platforms & Portals
- Career portals
- Marketplaces

Concrete projects

- eLearning-Systems
- Design-Systems
- Apps
- Online Banner
- Newsletter-Templates

Project management

- Smooth job processing
- Cost management
- Time management

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**We are part of a strong group
and thus offer much more than a
traditional digital agency.**

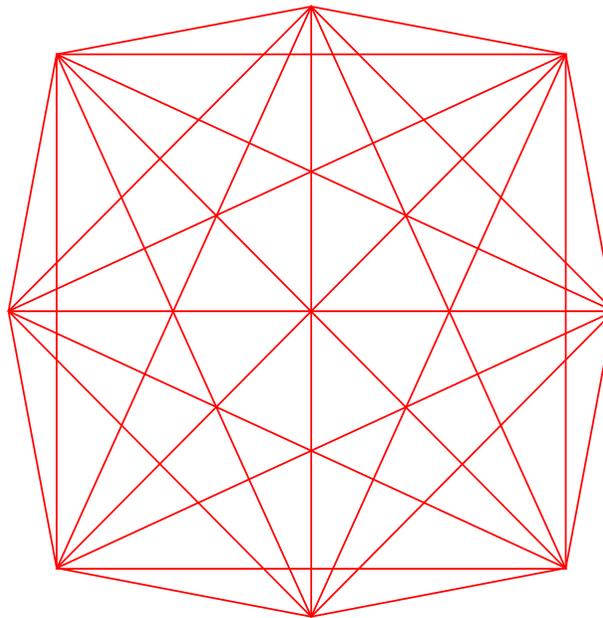
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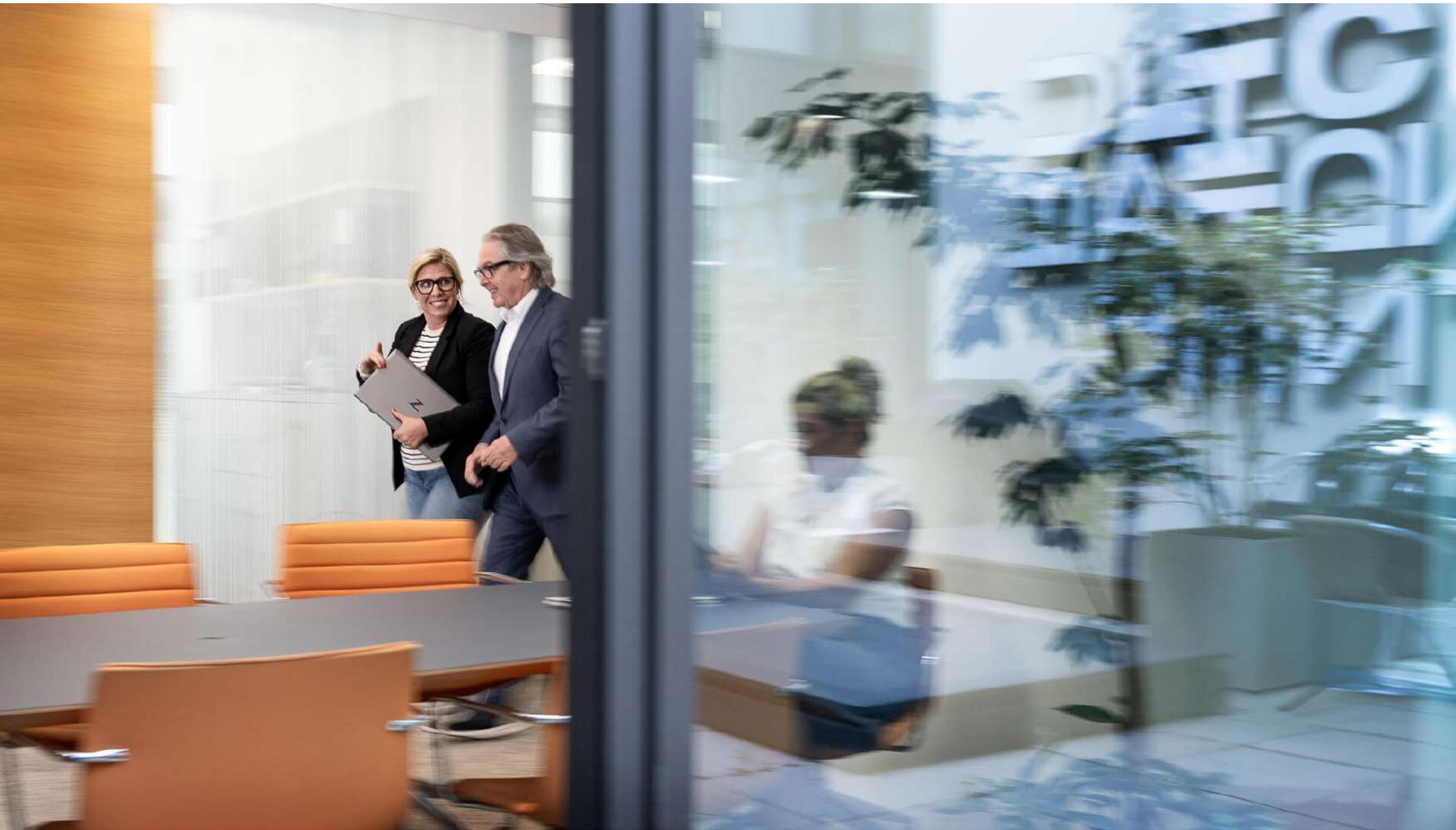
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Public Relations

The Power of Public Relations.



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Generating Publicity.

The PR agency of the future focuses above all on quality in communication and public discourse – in contrast to the often problematic fake news on social channels.

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Public Relations

What makes us special?

Our services

- Enterprise-PR
- Brand-PR
- Lifestyle-PR
- Crisis-PR
- Corporate Publishing
- Media Coaching
- Content Creation und Management

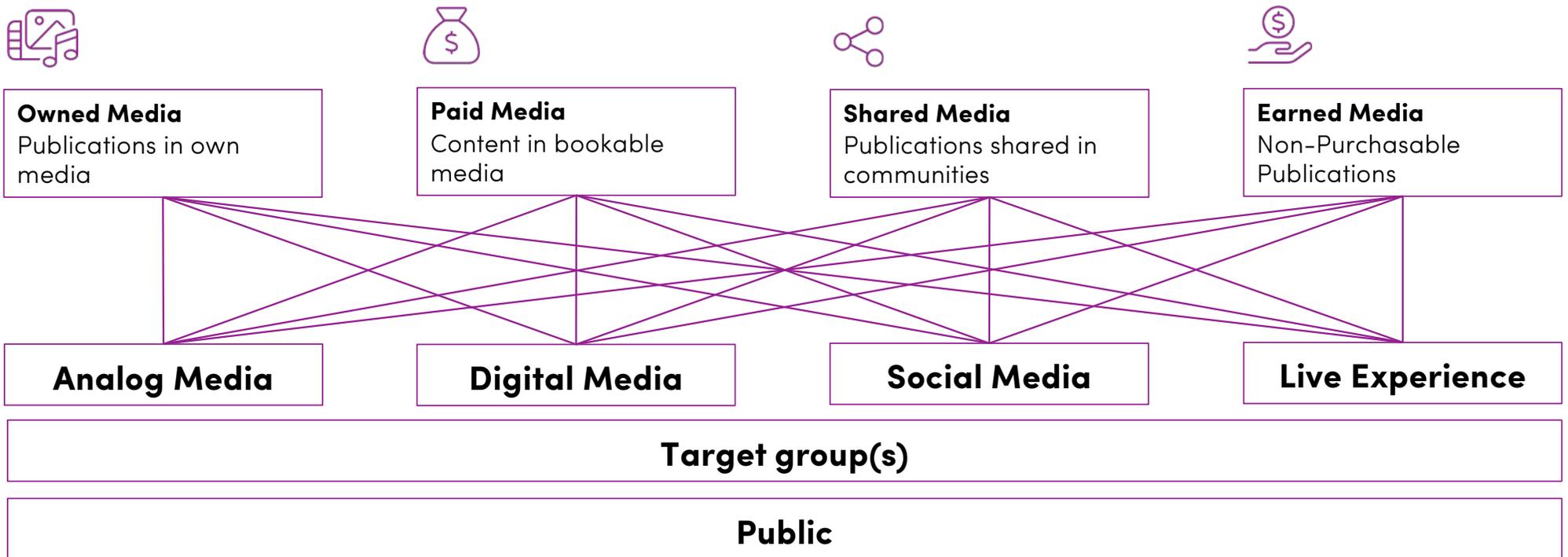
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A real 360° PR agency

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Public Relations

We think holistically.

Holistic public relations



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One Face to the Customer

**We are part of a strong agency group
and thus offer much more than a
conventional PR agency.**

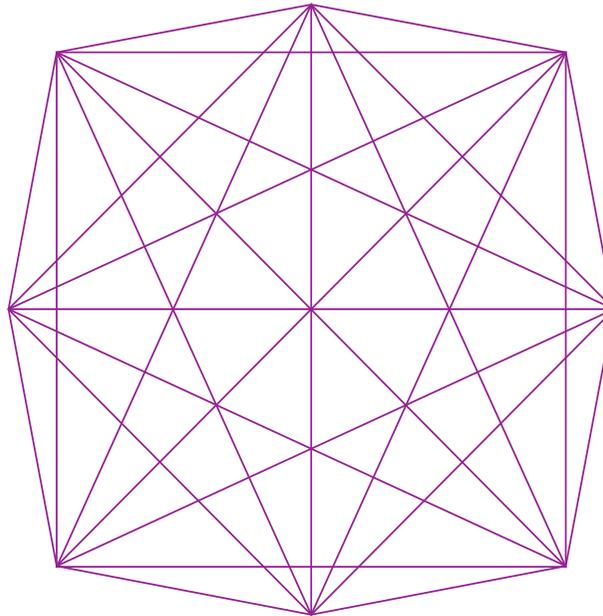
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The Power of Innovation.





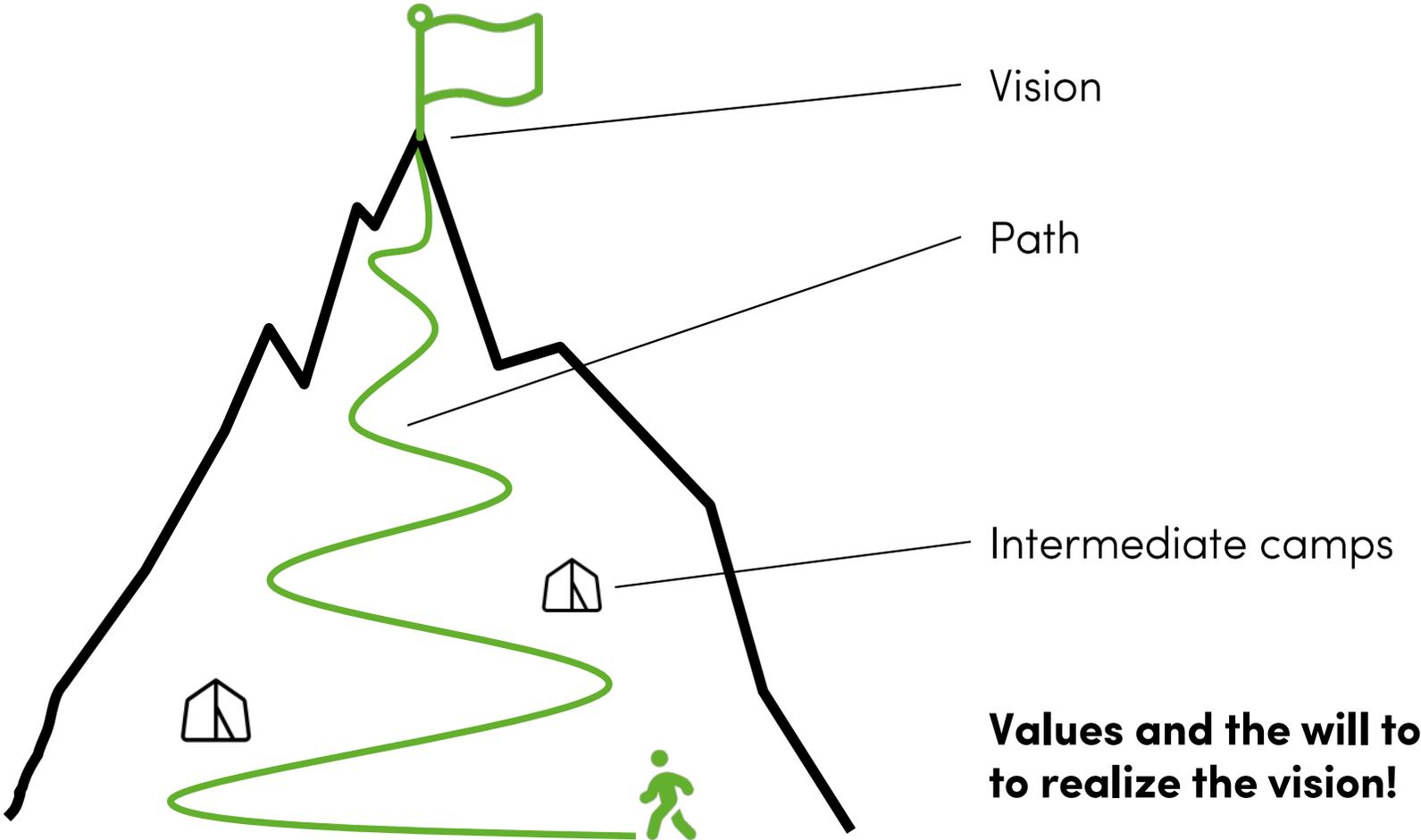
Explore the Unknown.

The agency for **innovative brand positioning** and **innovative business models**. The latter are sometimes stronger than artificially positioned brands and offer a good basis for a successful positioning strategy. In particular, we accompany brands, companies and entire industries through the digital transformation.

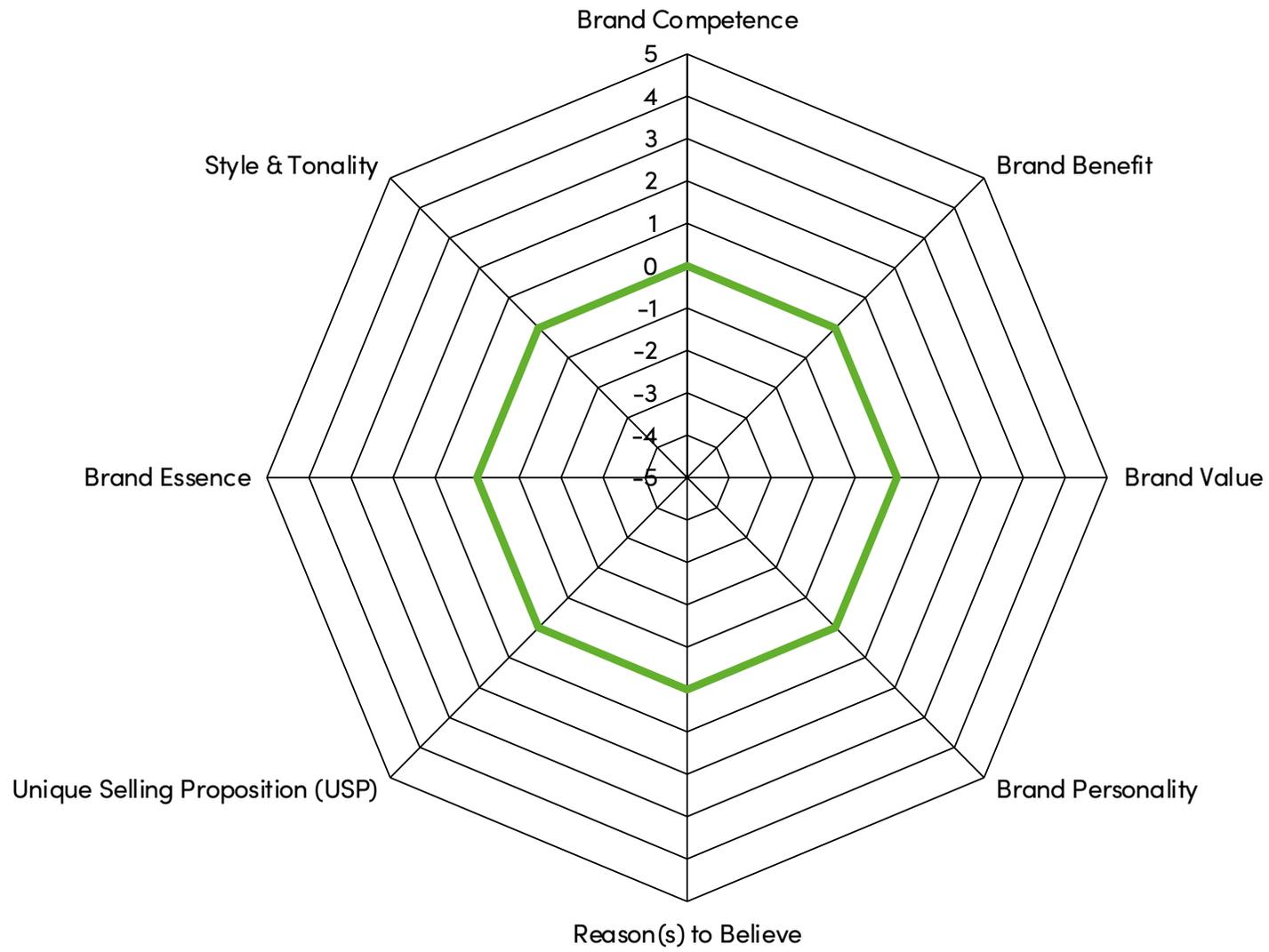
Our services

- Vision development
- Business Model Innovation and Renovation
- Innovative positioning of brands

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Future Thinking



**Values and the will to
to realize the vision!**



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Future Thinking

Example

MedYouCate

Learning from the Leaders: The Global Knowledge Platform

"The Netflix & LinkedIn for Surgeons"

Matthias Reichl | CTO MedYouCate GmbH

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Pain Points

10 to 11 billion
people by 2074

Energy &
Digitality

People are
getting older

Macro Level

Medical care
must follow suit

Europe is
shrinking

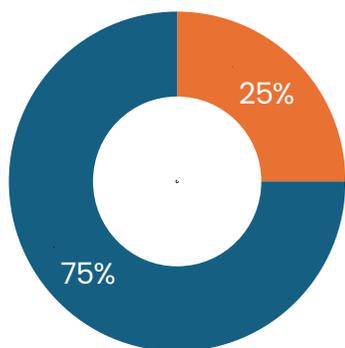
India and Africa in particular
are the training centres for
doctors of the future



Our planet is getting more crowded and older

75 % of the global population does not have access to surgical care, and access is inequitably distributed.

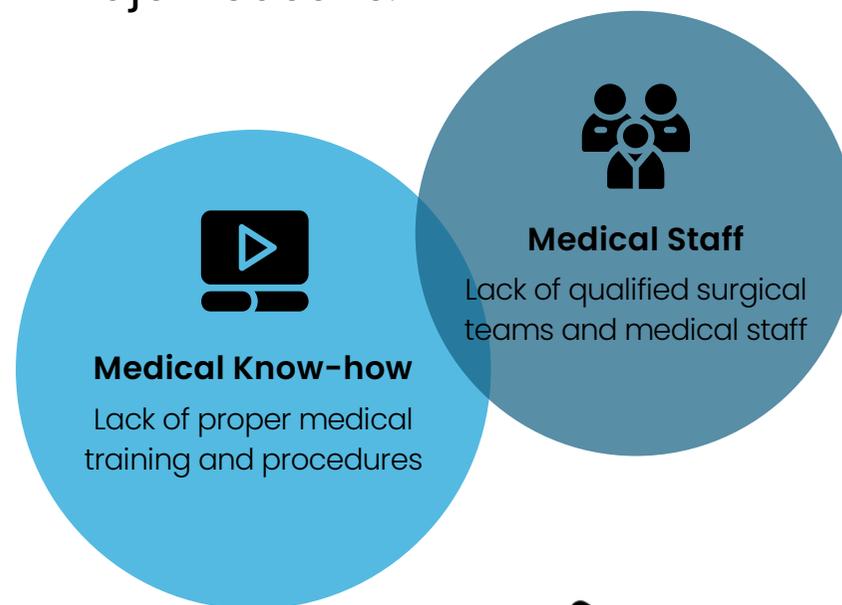
The Lancet – Global Health



Global access to surgical care

- People with sufficient surgical care
- People without sufficient surgical care

The lack of access to surgical care is defined by 2 major reasons:



Pain Points

Students are often unsure whether surgery is for them

Specialists in training struggle with further training

Micro Level

Experienced surgeons can only exchange ideas at congresses.

Clinics cannot find specialists



Encourage & motivate
interest in surgery
among students

Support specialists in
training to stay up to
date & become better

To improve
medical care
worldwide

The Opportunity

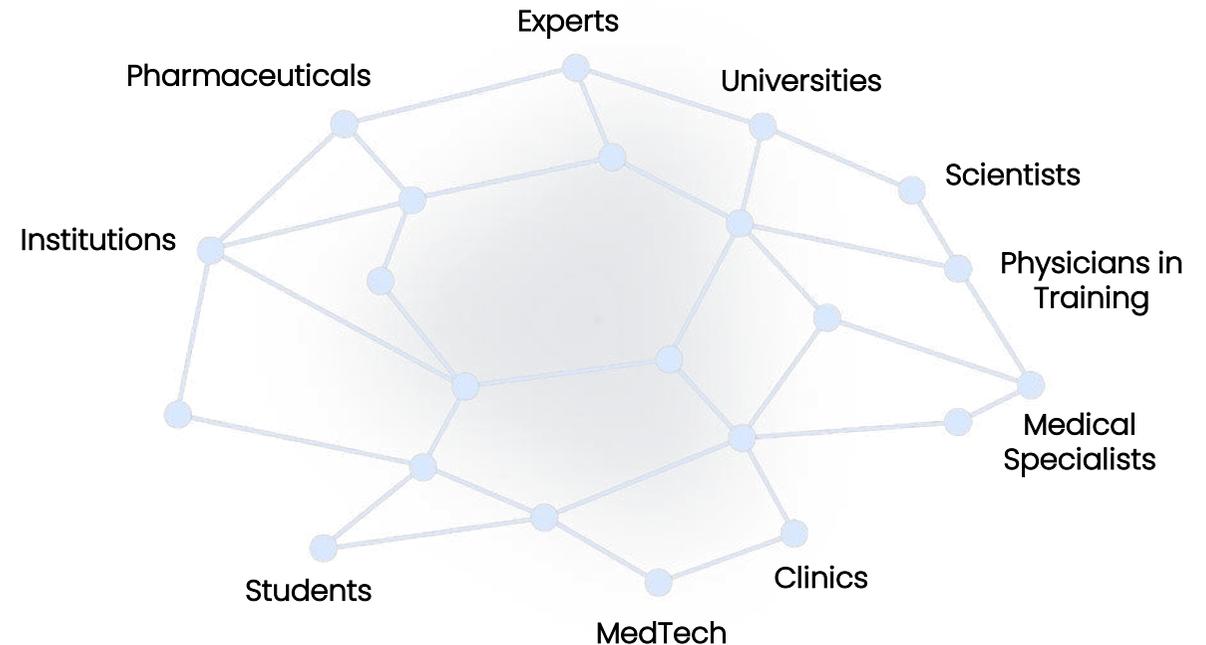
Networking
around the
clock

Give experienced
surgeons a platform
for their research & skill

Clinics get a powerful
tool for recruiting

Our Vision: „The global brain“

“Every human being deserves the best trained medical professionals to provide state-of-the-art surgical treatment based on the latest available medical knowledge! We connect surgeons from all over the world sharing their expertise.”



Our Background



Mag. Rainer Reichl

Founder of MedYouCate,
CEO REICHLUNDPARTNER

Diagnosed with cancer
intestine, lung and liver
since 2016



Univ.-Prof. Dr. Klaus
Emmanuel, FACS

Co-Founder of MedYouCate
Managing Senior Physician
at SALK

President of the Advisory
Board



Matthias Reichl

CTO of MedYouCate,
CEO REICHLUNDPARTNER Digital

Holistic digital strategies and
customer experiences for real
world problems.

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Future Thinking

MedYouCate is
for everyone.

for students

for surgeons

for future surgeons

for content creators

for hospitals & clinics





On Demand: Learn when and where you want!

- ▶ Acquire practical knowledge regardless of time and place
- ▶ Available on all mobile devices and PCs
- ▶ Continuous updating of content



Certificates for your resume

- ▶ Documentation and certification of the entire training path
- ▶ Valuable addition to any CV

REICHLUNDPARTNER Future Thinking

- ▶ Surgical techniques are explained directly in the operating room
- ▶ Additional documents and links with background knowledge



Career: find the next job!

- ▶ Networking between clinics and medical professionals
- ▶ Useful career planning
- ▶ Recruitment of young and experienced physicians (worldwide)



Quality assurance through verified content

- ▶ Learning from the daily routine of top physicians & institutions
- ▶ State-of-the-art techniques and equipment
- ▶ Didactic preparation of all operations



Community: Networking with medical professionals

- ▶ Exchange via the MedYouCate network
- ▶ Formation of a global professional community



Learning from the Leaders

Lernen Sie von den renommiertesten ChirurgInnen führender Kliniken.

Finden Sie Ihr Thema

- lap. right hemicolectomy**
The video shows a laparoscopic right hemicolectomy with intracorporeal...
Primar Prof. Dr. Felix Aigner
- Lap. Hemikolektomie Rechts Mit Intraorporaler ...**
Das Video zeigt eine laparoskopische Hemikolektomie rechts mit...
Primar Prof. Dr. Felix Aigner
- Kuriositätenkabinett**
Im „Kuriositätenkabinett“ sammeln wir für Sie seltene/ besondere Fälle, aus denen...
MedYouCate Original
- Surgical examination technique**
Clinical examination of patients is one of the most crucial steps in surgery, in mon...
4
- Kolorektale Chirurgie**
13 Beiträge | Alle
- Praktologie/Koloproktologie**
In diesem Kapitel lernen Sie die Grundlagen der Proktologie sowie die...

Mit dem Profil von MedYouCate weiterschauen

- 1 Beitrag | Alle**
5
- 1 Beitrag | Alle**
5
- 1 Beitrag | Alle**
Definition of "hernia"
3 Components
1. Hernial orifice
2. Hernial sac
3. Hernial neck
4.5
- 1 Beitrag | Alle**
Diagnose-Criterien
4.5

Kategorien

- Leberchirurgie**
- Magenchirurgie**
- Querdarmerkrankungen**
- Transplantationschirurgie**
- Herzchirurgie**
- Roboterchirurgie**
- Hernienchirurgie**

Herzchirurgie

Roboterchirurgie

Hernienchirurgie

Koloraktale Chirurgie

Hepatobiliäre Chirurgie

Funk Ober Gasst Herr

medyoucate

Hernienchirurgie

Kursinhalt

Alle Videos

Merkmale

Creator Studio

Jobportal

Die globale e-Learning Plattform für Allgemein- und Viszeralchirurgie

geben Sie Ihre E-Mail-Adresse ein, um Ihr MedyouCate-Abo (medyoucate.eu) zu starten

90 Tage kostenlose testen

Keine Kreditkarte notwendig

Verfügbare Videos

Didaktische Aufbereitung

Neueste Operationsmethoden

Karriereportal

Learning from the leaders

MedyouCate ist die globale Lernplattform, die über aktuellen Stand des chirurgischen Wissens in Form von Kurstexten, Videos und mehr als 100000 hochwertige Aufzeichnungen für junge Chirurgen in Ausbildung sowie erfahrenen Chirurgen verfügt.

Alle Stellen

Assistenzarzt in Ausbildung zum Facharzt für Anästhesie und Intensivmedizin (m/w/d)

Assistenzarzt in Ausbildung zum Facharzt für Urologie (m/w/d)

Sekundärarzt für die Allgemein- & Viszeralchirurgie (m/w/d)

Stellenbeschreibung

Stellenbeschreibung

medyoucate

Entdecken

Alle Videos

Merkmale

Creator Studio

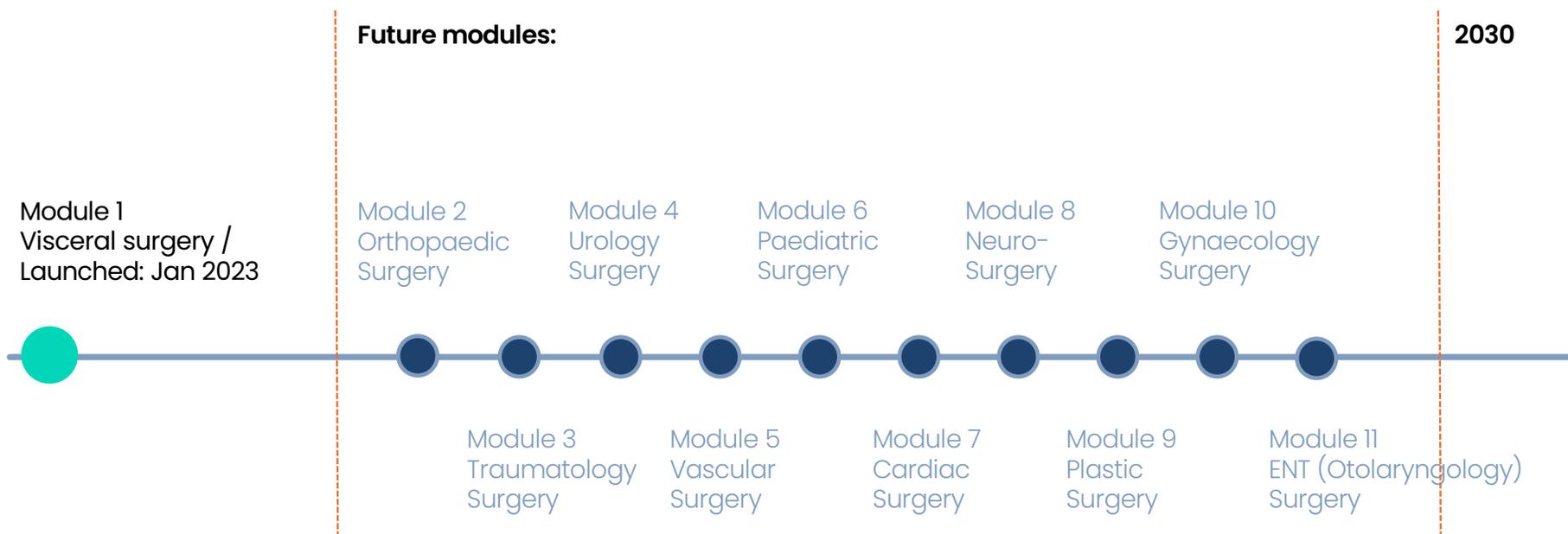
Jobportal

Roboterassistierte TAPP links

Beschreibung

Dieses Video demonstriert die roboterassistierte laparoskopische Trendelenburgpositionierte patch-Hernie (TAPP). Hier erläutern Sie viele über die Operationstechnik, die Transposition und die wichtigsten chirurgischen Schritte bei der roboterassistierten TAPP beim Patienten mit linksseitiger Leistenhernie.

Our Vision for the Future



Until 2030 we aim to include the following surgical disciplines resulting in subsequent user growth.

**We are part of a strong agency group
and inspire and innovate them
in the field of digital transformation.**

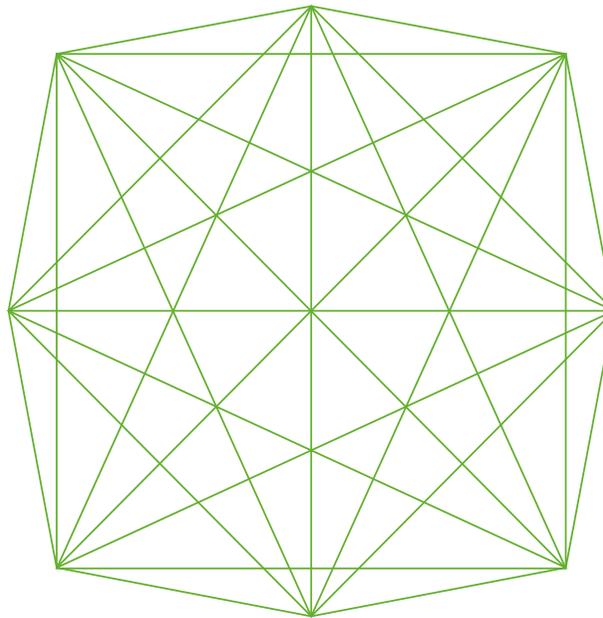
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The Power of Social Media.





Growing Audiences.

We deal with holistic social media strategies, content management, social seeding, SEO and coaching. Depending on your wishes, we can take over the management of the social media presence completely or provide support as consultants.





Consulting & Strategy

- Social Media Strategy
- Social Media Research
- Social Media Purchasing & Optimization
- Performance Automation
- Tracking, Analytics & Reporting



Content Management

- Content Creation
- Editorial
- Content Planning (inkl. Tools)
- Photo- & Video-Shootings
- Content Design
- Podcast Marketing



**We are part of a strong agency group
and offer far more than
other Social Media Agencies.**

SMC

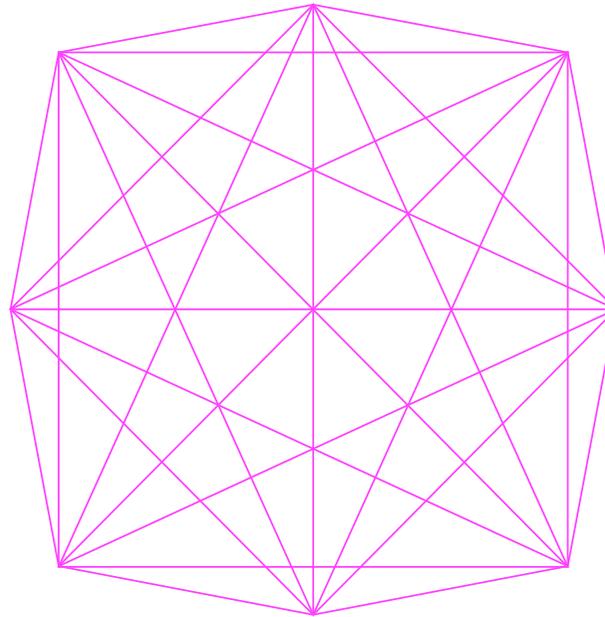
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Public Relations

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ERLEBNISMARKETING®



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ERLEBNISMARKETING®

The Power of Live Experiences.





ERLEBNISMARKETING®

Outstanding Experiences.

We believe in the power of experiences. We inspire people and help companies increase their competitiveness by developing globally unique experiences that have a lasting impact.



ERLEBNISMARKETING®

Our services

Face-to-face communication

- Communicate live with events (analog, digital, hybrid)
- Fulfilling dreams with incentives
- Staging brand experiences and brand promotions
- Turning further education into an adventure
- Bringing values to life and conserving resources



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**We are part of a strong agency group
and offer far more than
other Event Agencies.**

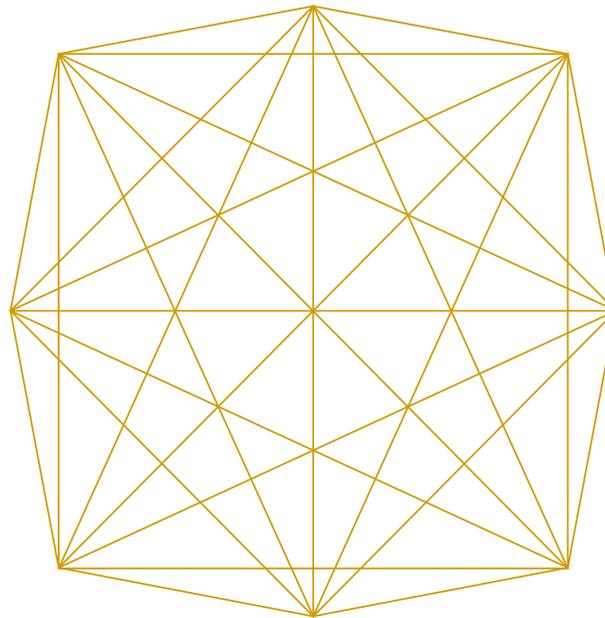


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The Power of Multimedia.



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Studio e

The studio for music composition, sound design, audio, film and multimedia productions was founded in 2003 by Christian Enzenhofer, Renate Lugmayr and REICHLUNDPARTNER and is now one of the most renowned multimedia producers in Austria.

Audiovisual Storytelling

Whether advertising jingles, radio or TV spots, image films or animations, they are all only as strong as the emotions they arouse. That's why we specialize in audiovisual storytelling. In addition, we have a unique in-house combination of image and sound, which enables you to work creatively and efficiently in a whole new way. As a professional advertising studio with over 30 years of experience, we know what is important and can advise you on both radio productions and multimedia projects, both conceptually and technically.

Audiovisual Storytelling

We have an ISDN connection for national and worldwide voice recordings, 5.1 technology for surround mixes, have extensive experience in jingle and music productions as well as voice management and produce for all media: radio, TV, cinema, trade fair and image videos, telephone tapes, POS, Internet ...

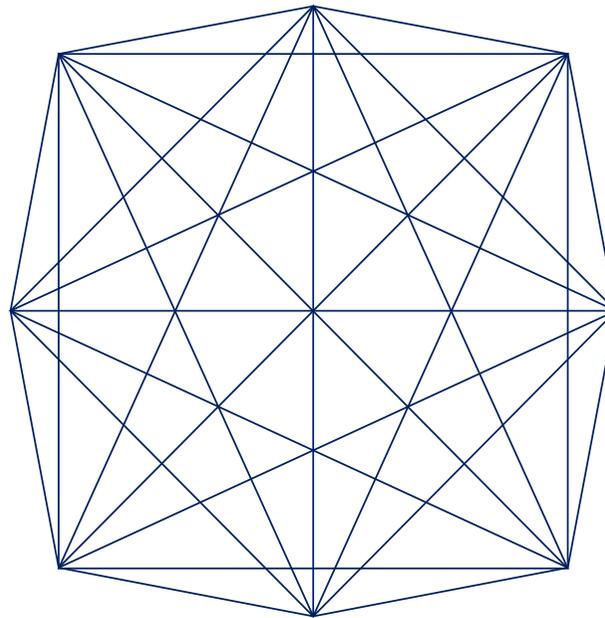
[Link to the website](#)

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yes we
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Cannes Lions 2015 Bronze



REICHLUNDPARTNER
Fullservice

Our credo

"We are big enough for
solving complex tasks. And we are small
enough to provide **individual support** to our
customers."

REICHLUNDPARTNER
Fullservice

Thank you for your attention.