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## WE ARE ARTMAX



**Elmar Bernet,**  
CEO



**Christina Ortstadt,**  
Creative Director



**Adrian Gertsch,**  
Graphic Designer



**Ben Peyer,**  
Web Designer



**Stephanie Maaßen,**  
Graduate Journalist

\_ As brand management and public relations experts we serve small and medium-sized enterprises, organizations and associations from various different sectors and industries throughout the German- and English speaking countries of Europe. Our specialist knowledge at artmax allows us to offer creative and comprehensive communication and design management.

\_ artmax currently serves its clients and partners with a permanent staff of nine as well as various freelancers.

\_ artmax was founded in Fulda, Germany in 1995 and has been in Sursee, Switzerland since 2012.

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## ARTMAX AT A GLANCE

### **artmax brandsupport**

Our extensive experience allows us to cover the entire scope of brand management services.

- \_ Brand analysis
- \_ Brand strategy
- \_ Brand creation
- \_ Change management for design processes
- \_ Branding
  
- \_ Corporate wording (communication style, corporate language)
- \_ Brand naming
- \_ Brand claims, slogans, messages
- \_ Brand visuals

### **Design-Management / Visual Publishing**

As experts in emotional communication we specialize in the design of coherent, characteristic corporate visual profiles and develop target group-appropriate publications – striking the perfect balance between design and functionality:

- \_ Corporate Design:
  - Corporate design programmes
  - Development and management of CD manuals
- \_ Editorial Design:
  - Annual reports
  - Customer newsletters
  - Corporate newsletters
- \_ Exhibition and trade show design
- \_ Screen and web design
- \_ Packaging design
- \_ Scientific illustrations
- \_ Photo design
- \_ Model scouting
- \_ Location scouting
  
- \_ Produktion management
- \_ Pre-press and print approval

### **artmax comroad – public relations**

We support you in promoting confidence, contact, dialogue and discussion with the media and interested public – striking the perfect balance between internal identification and external identifiability:

- \_ Preservation and development of corporate reputations
- \_ Increasing brand awareness
- \_ Image profiling
  
- \_ Marketing of services and products
- \_ Communication with customers and employees
- \_ Financial communication
  
- \_ Communication of success-critical issues
- \_ Reconciliation of interests
  
- \_ Change-Management (change processes during hard or soft change)
- \_ Text development, ghostwriting, storyboards
- \_ Storytelling
  
- \_ Media work / Programmatic Advertising
  
- \_ Location communication
  
- \_ Campaign (associations and organizations)
- \_ Political communication
  - Development of content strategies and messages
  - Conceptualization and management of election and referendum campaigns

### **artmax multisensual® – multisensual marketing**

We use emotional experiences to create the conditions for your success and use innovative multisensual marketing to allow you to reach your customers through all five senses. Specially created fragrances set sensual accents and have a sensational effect.

- \_ Corporate scents
- \_ Point of sale scents
- \_ Room scents
- \_ Scented printing
- \_ Haptic communication (selection of corporate paper)

**Find out more about us at [artmax.swiss](http://artmax.swiss)**