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salaction public relations GmbH

**General Information
on the Agency**

Hamburg, July 2010

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- 2 -

Agency profile

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salaction was established in April 1978 as a full-service agency for public relations. The managing directors are Dieter A. Irion and Daniela Buehe. The agency currently has 22 permanent employees.

salaction has its own offices in England and Egypt and collaborates with partner agencies in Austria, Slovenia, Hungary, Benelux (Brussels), Czech Republic and Slovakia for special tasks.

The agency's activities focus on

- **Marketing communications**
 - Development and implementation of comprehensive communication strategies
 - Monitoring of feedback and results

- **Corporate communications**
 - Development and implementation of internal and external corporate strategies as well as specific, individual communication through different types of media

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- 3 -

- **Public affairs**
 - Strategies for communication processes in the prevailing political setting
 - Crisis management

- **Political consulting**
 - Development and implementation of communication strategies for political bodies and institutions in general as well as target-group-oriented communications in particular

- **Event marketing**
 - Organization and implementation of events, congresses and symposia,
 - Openings, anniversary celebrations, workshops etc.
 - Partnership concepts

The entire media environment is in a constant state of flux. Rapid changes in electronic and print media call for flexible and effective responses. salaction ensures this by means of

- **individual media targeting**

- **partnership concepts between the client and the media**

- **media/corporate sector partnership activities**

salaction does justice to the client's sophisticated demands for effective and efficient communication by developing communication strategies specifically tailored to meet the

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- 4 -

individual client's requirements. Rather than on classic PR work such as mass mail shots, the emphasis is on individual, customer and target-group-oriented activities in accordance with the client's requirements.

Clients

salaction's client structure reveals a clear leaning towards

- **brand-name producers**
- **media**
- **trade**
- **political institutions**
- **financial service providers**

Virtually all full-service contracts have a duration of several years. Unlike numerous other PR agencies, salaction seeks long-term ties with its clients.

Full-service contracts are generally signed for a minimum period of one year.

In addition to providing full-service activities, salaction also offers project-tied PR consulting services, organizes events and produces and designs the editorial content of media aimed at selected target groups.