

*»And what use was it?«*

**promotion union**

*Hindsight is always 20/20?*

**It is better to check the efficiency  
of your communication activities  
before you invest.**

As consulting and realization partners to our clients, we place special emphasis on being able to transparently answer your question “What will be the return on my investment?” in each phase of the project.

Starting already in the development phase, our many years of experience and subsequent evaluation tools provide you with a reliable prognosis about the efficiency of your marketing and communication measures.

With the goal of optimizing activities and budgets, the key competence of promotion union lies in strategy development and conception of sales promotion activities as well as their efficient and professional realization including evaluation.

This is how we achieve along with you a markedly improved efficiency in marketing.

**promotion union**

*More efficiency »below the line«.*

**Planning – Realization – Evaluation.  
Gain more security through the experience  
of reliable partners.**

promotion union is an owner-operated promotion agency. Based on proven benchmarks, we set our focus on measurable below-the-line concepts and their result-oriented realization in difficult markets.

The conditions in communication have changed fundamentally over the last several years. In contrast to continually rising ad pressure, fewer and fewer messages catch the consumers' attention, and even less reach their consciousness.

This trend clearly leads to shifts in measures and budgets in the field of below-the-line communication, most of which however without proven learnings and benchmarks.

For this reason, the combination of competent consultation, efficient execution and objective assessment of activities gain more importance within this discipline.

promotion union has been successfully operating as a specialist in this field since 2003 and in the meantime has hired on more than 20 employees.

**promotion union**

*Experience that pays off – for you.*

**Whoever knows both sides of the conference table,  
can make »leaner« decisions:  
Also efficient in infrastructure.**

We, Thomas Mohr and Frank Vomberg, the founders of promotion union, each have more than 10 years of experience in various areas of communication and have been responsible for a wide variety of projects on both the agency as well as in marketing on the corporate side.

As a result, we understand a corporate client's expectations from their perspective and serve our clients not via any "second string" but rather always via direct contact with a partner.

We focus on achieving targets via realizable concepts and their efficient realization and evaluation.

Our methods and network of specialists allow us maximum flexibility to adjust to the demands of a given task

Therefore our clients never pay for any costly extant infrastructure but rather only for the team necessary and sensible for the project.

**promotion union**

*High demands – limited budget?*

## Challenges that we are happy to take on: Our scope of services in key words.

### **Integrated sales promotion – i.e. below-the-line conception and realization.**

Strategy, conception, planning (on- and offline marketing), realization, recruiting, casting, schooling/training, handling, controlling, tour planning, quality protection, reporting for:

- Consumer promotions (mobile/stationary)
- Sales promotions
- Team promotions
- Merchandising
- Trade fairs, events, and road shows
- Media co-operations

### **Evaluation of below-the-line communication** for PR, sponsoring, events, promotion, POS.

**Leasing field service in the network:**  
Creation, logistics, partner agencies.  
Production (outfit, print media, equipment).  
Direct marketing.

**Business intelligence analysis**  
**Search engine optimization**  
**Search engine marketing**

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*And what can we do for you?*

**A few recent examples of our work.  
We will gladly tell you more in a personal meeting.**

**Berliner Verkehrs Gesellschaft**

Development of a geo-marketing system for the purpose of identifying customer potential as well as development of an evaluation system for the area of passenger information and advertising.

**Santa Fe Natural Tobacco Company Europe**

National food service promotion, open-air festivals, road shows, city festivals as well as preparation and management of an external distribution structure.

**Deutsche Bank**

Promotion and event management for and in the flagship store Q110 in Berlin – Q110 Die Deutsche Bank der Zukunft (the Deutsche Bank of the future).  
On-site project management at Q110.

**Bon Prix**

National shop grand opening promotions.

**Noris Bank**

National team promotion in over 80 Norisbank branches and in 56 cities via flyer distribution in the direct vicinity of the banks and at train stations.

**T-Com**

National sales promotion in T-Com's Karstadt branches. Consultation on and closing of DSL contracts.

**Blu Express Airline**

On- and offline marketing concept for destinations in France, Germany and Austria as well as website optimization.

**Rothenbaum Sport GmbH**

Development and realization of a regional promotion for the ATP Masters 2007.

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