

KRUGER MEDIA

BRAND COMMUNICATION



Allow us to introduce ourselves!

OUR PRINCIPLES

STRATEGY · CREATIVITY · HANDCRAFT

STRATEGY

We connect companies with their public by tailoring individual brand communication. We focus on strategic planning and effective implementation for an optimal cost/benefit ratio.

CREATIVITY

We deliver innovative concepts – even “out of the box” – and keep our fingers on the pulse of the time. We define authentic lifestyle as the most emotional transmission medium for brand messages.

HANDCRAFT

Each project is managed individually, effectively and tailored for your brand. We are a competent partner in matters of public relations and public affairs. We meet your needs for individual and innovative solutions.

KRUGER MEDIA – short and sweet

KRUGER MEDIA GMBH

stands for Public Relations and Brand Communication, it is an owner-operated agency based in Berlin. In September 2011 the company celebrated its tenth anniversary.

360° BRAND COMMUNICATION

Our strengths: sustainable production of brands, tailoring and channeling your message to a specific audience, high-value customer engagements to improve customer satisfaction, the design and production of a wide range of multimedia-based content of any kind, an optimized project workflow by using our "one stop shop" service.

CUSTOMER RELATIONS

We always enjoy a trusting, friendly and long-term relationship with our clients.

OUR TEAM

consists of 15 permanent employees: PR managers, consultants, assistants and trainees. The CEO and founder of Kruger Media is Michael Frohoff.

KRUGER MEDIA – our services

CLASSICAL PR

Consulting | Management | Campaigning | Production

Full service for print, online, TV, radio & social media, PR conception, target group analysis, media cooperation, international networks, news and press releases, coordination and support of promotional games, reporting, press conferences, press trips, editorial visits, red carpet management, interview coordination...

SOCIAL MEDIA

Consulting | Management | Production

Social media account set up, graphical and technical implementation, editorial support services, content management (multilingual), multimedia production, video production for social media channels, live chats, reports...

EVENT MANAGEMENT

Consulting | Management | Production

Acquisition of sponsors, promotion (below the line), brand ambassador management, design and production of various promotional items, support for ticket sales, media cooperation and major campaigns, technical support and a complete local PR implementation: accreditation of journalists, guests and spectators, photo calls, press conferences, TV production, celebrity management, VIP-shuttle...

KRUGER MEDIA – *References / Selection*

Our customers include renowned multinational corporations from the lifestyle, fashion, beauty, music, TV, telecommunications, and automotive industries, as well as trade fairs & tourism.



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KRUGER MEDIA –

We fulfil your wishes. Please contact us...

**KRUGER MEDIA GmbH
PUBLIC RELATIONS & BRAND COMMUNICATION**

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