



DEDERICHS REINECKE & PARTNER
PUBLIC RELATIONS CONSULTANTS

Social Media / Digital Brandbuilding

www.dr-p.de





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Established
in 1996



Lectureship at Academy
for Journalism, Hamburg



32
employees

DEDERICHS REINECKE & PARTNER
AGENTUR FÜR ÖFFENTLICHKEITSARBEIT

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Awards:

PR > 11
DER INTERNATIONALE
DEUTSCHE PR-Preis

#WINNER

PR > 12
DER INTERNATIONALE
DEUTSCHE PR-Preis

#WINNER

PR > 13
DER INTERNATIONALE
DEUTSCHE PR-Preis

#WINNER

PR > 14
DER INTERNATIONALE
DEUTSCHE PR-Preis

#FINALIST

Der Internationale
Deutsche
PR 2017
Preis

#WINNER



#WINNER



#WINNER



#WINNER



#SILVER LION

Social Media / Digital Brandbuilding

//Tell and listen.





Social Media / Digital Brandbuilding

//Where brands come to life

Measurable Social Media performance is our business. We help brands to tell their story online, listen to the fans and deduct insights to form the strategies of tomorrow.

Three disciplines - one voice:

WE CREATE ENTERTAINING IDEAS FOR PRODUCTS

WE DEVELOP STRATEGIES TO LEAD BRANDS

WE CONDUCT DATA-DRIVEN CAMPAIGNING

Delivering these services efficiently for customers on the relevant B2B and B2C channels on a national, DACH, EMEA and as lead agency on a global level is what we do.

Social Media / Digital Brandbuilding

//Experts make the team

Leading a brand in a volatile social media environment and an assortment of very different channels is far more than posting a product packshot with a cat beside it.

Social is a dialogue and every customer has a very different brand, products and fans. To create the right content for each brand and to get the fans talking to it, requires a team of specialists.

Wild but structured creativity is as important as the focused, pea-counting modulation of live campaigns.





One of the most attractive factors in Social is the possibility to track, measure, evaluate and adapt live. Content strategy and paid media campaigns are under constant surveillance - and we can do quick but not dirty changes to our communication.

This data driven way of controlling the media spendings greatly improves performance and saves a lot of time and in the end: Money.

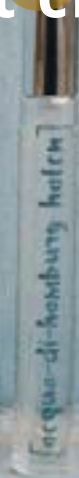


#CASES

Selected

#ACQUA-DI-HAMBURG

The fragrance of germany's finest city.



Acqua-di-Hamburg

//The fragrance of germany's finest city.

Our customer ADHH is a local startup whose mission is to export the flair of the amazing city we call our home. The product range of 4 premium perfumes depicts the very different faces this harbour city has.

The brand started out as a POS item sold at typical Hamburg tourist attractions for visitors to take home as a high quality souvenir.





**HAMBURGS WAPPENTIER:
DER POMMESGEIER**

[acqua-di-hamburg]

Acqua-di-Hamburg

//Claiming the city

To establish the brand as the authentic perfume for Hamburg we developed and launched our content strategy via Instagram and Facebook.

The idea was to be the thought leader in perspectives of all the aspects that make up the fascination of the city.

Acqua-di-Hamburg

//Entertaining Hamburg lovers

An important part of our content strategy is be the anchor for interesting, wild and weird thoughts and memes about Hamburg it's history, the lifestyle and it's very own character that makes living here so beautiful.

The high interaction rate shows us that our ideas hit the tone of our community. Organic reach is hard to get, but intelligent and funny ideas can do it. And they build the brand.





#ITEM
the invisible global player



ITEM

//the invisible global player

German engineering is famous for many reasons. And one of the ambassadors of german ingenuity is our customer item out of Solingen.

Their unique system of modular aluminum profiles is known to production engineers worldwide.

ITEM

//smart, playful and a bit nerdy

Our strategy for item is a mixed bouquet. There is an abundance of very technical news to communicate.

Which we do in a more casual tone than you would expect from an industry brand. After all the engineers behind their screens are still creative, playful kids and we do not need to prove our competence and seriousness by having a stick up our mainvalve, right?





ITEM

//supporting
manufacturing
worldwide

How does one lead the social strategy for a hidden champion who is 100% B2B? From working platforms in the aircraft industry to prototyping in R&D labs worldwide, item is involved in giant processes anywhere in the world and most aspects of their products and technology are way too complex for a non-engineer to grasp.

item is really not the typical social media client.



#ööpso room fragrance goes organic

THE FIRST HOME FRAGRANCES
MADE FROM NATURAL TREE RESIN

NEW





ÖPSO

//room fragrance goes organic

Launching a brand on the german market in time of Corona lockdown was really special.

But for our customer ÖPSO we saw the problem as a chance. As german customers are buying more and more organic food and think about their environmental footprint, we found the timing perfect to introduce the organic alternative to chemical air fresheners.

ÖSPO

//Hugging trees and selling the resin

Just telling the positive story of sustainable production in a forest of the spanish Estremadura region, does not create reach on Facebook.

We decided for a provocative paid media campaign and paired it with positive content for organic reach.

Basically we asked why anyone who buys organic food would even consider polluting their own home with a chemical smelling product, that is just good enough for a public bathroom.



**REAL FRAGRANCE
FROM THE
FOREST?**

ÖPSO

**AUF UNSERER
SEITE ERFÄHRST
DU ALLES
ÜBER UNSERE
DÜFTE!**



ÖPSO

//entering the living rooms

While the distribution of ÖPSO fragrances began filling the shelves in all major drugstores in Germany, we collected insights and a lot of photos of customers' product usage by conducting a major tester-campaign.

Interaction rates went through the roof and the feedback delivered precious insights for our customer about the reception of brand and product. The campaign was so successful, it even made our team become happy ÖPSO users.



#MyAutoData
enabling drivers to trade their data

MyAutoData

//enabling drivers to trade their data

Bigdata has been a buzz word on every industry fair since 2010.

Und now MAUD is setting out to connect car-owners and relevant players of the surrounding services in a profitable venture. The startup gives owners full control over what they want to share and trade for cash or free services.





LOWER FIXED-COSTS.

**CONVERT YOUR
AUTODATA!**

©MYAUTODATA



MyAutoData

//connecting a whole
industry with the customer

What if a tire manufacturer has an overview of how many cars are likely to buy a new set in the coming months?

How about not spending paid-media budgets at times when our desired targetgroup is sitting behind the wheel?

The idea behind MAUD is really smart and a gateway for a whole new way of addressing potential customers at the right time.

MyAutoData

//Bringing Bigdata onto the street

So far the orchestrated launch of MAUD on Social Media together with PR show promising results.

The community is growing rapidly and the onsite registrations peak with every published news article.

Promising startups like MAUD are always a pleasure to work for and with. As good ideas and agile communication always go well together.

**CONVERT
YOUR AUTODATA
INTO CASH!**





#NGK

World leader in all the
invisible car stuff

NGK

//World leader in all
the invisible car stuff

The Japanese company NGK is market leader in spark plugs, ignition systems and all things that make up the exhaust system in combustion propelled vehicles. Compared to tires and glossy sportscars this is not exactly the sexy part of the automobile world.

The products are very technical and the primary vector of the company is B2B. Our challenge is to communicate to B2B mechanics and workshop owners at the same time - and for the whole EMEA region.





NGK

//Breathing Gasoline
Just like our customers

While the reality for the company is sales-driven, the brand is highly emotional. Even a clean clothed car mechanic at a major workshop is just a little car-crazy kid in the body of an adult. And that is the core of the brand that we had to bring to life via Social Media.

Without budgets to hunt and capture amazing visual car content in real life, becoming part of the global petrolhead community was the only way to do this.

NGK

//First there's a spark.
Then a community on fire

The content strategy for NGK was a mix of technical insights into products and R&D and the activation of the petrolheads themselves. Because they are the ones with the passion for all things that go with an ignition spark.

We activated petrolheads from all over the world and had them send in the best pictures of their beloved classics and customs and in return gave away cardgames, calendars and merch designed by the fancrowd. We made NGK a lovebrand on Facebook.



ALL HAIL TO HOUSE SPARK!



DRP.

//Let's do this

#GOT QUESTIONS?

#DO YOU KNOW PAUL THE OCTOPUS?

#LOOKING FOR COMMUNICATION SUPPORT?

Sebastian Linden is looking forward to your call.

+49 40 20 91 98 236 / sebastian.linden@dr-p.de

www.dr-p.de





The background of the entire page is a repeating pattern of small, stylized tugboats in a light gray color. Each tugboat is oriented horizontally and features a prominent crane on its deck.

//Notes

The background of the page is covered with a repeating pattern of small, light gray tugboats. Each tugboat is oriented horizontally and features a white 'S' on its side. The tugboats are arranged in a grid-like fashion, with some appearing slightly more prominent than others due to the pattern's offset.

//Notes



DEDERICHS REINECKE & PARTNER
P U B L I C R E L A T I O N S C O N S U L T A N T S

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