Advertising

Effective advertising transports the essential sales pitch directly to the target group. Exactly where it comes into full effect without any messages going astray and delivers its specific decision guidance.

ZOOM MEDIENFABRIK develops a product-specific advertising concept and supplies distinct guidelines for media planning. The agency offers the following in addition to traditional media planning and booking:

- Development and Production of Advertising Media
- Planning and Organisation of Ad-Campaigns

ZOOM MEDIENFABRIK works following this principle: Strategic media relations and promotion can never substitute advertising but at best it can be an optimal complementation.