

# Successfully communicating together



Do you wish to increase your profile, attract new target groups and capture more shares in the market? Together with you, we develop communication tools, which boost your market position in the long term.

Since 2002 we have been supporting leading business associations, financial service providers and consulting firms in all communication matters. Many synergies and potentials, which can be used by everyone involved, are possible.

## Journalistic thinking

conovo was established as an editorial office by business journalists in 2002. It has since developed into a full-service communications agency with consultants, editors and designers, who all contribute their many years of expertise gained in the media and at agencies.

Our employees have a journalistic way of thinking and take on all challenges of modern business communication. They are familiar with current topics and can also express complex facts comprehensibly — from management and finance, down to information technology. Together with our clients we produce results that are suitable for use in all forms of media.

We attach great importance to trusting, personal cooperation with our clients and business partners. Our aim is to contribute to long-term, positive business development with successful brand communication.

## Editorially convincing

You have a lot to offer. But is the market also aware of your qualities? Economic success is based on effective communication. Editorial information offers can be a worthwhile alternative to classic advertising methods.

conovo ensures that your messages really hit home. Together we develop journalistic content that demonstrates competence and convince readers. Many articles find their way into the press as a result of their journalistic quality and our extensive media contacts.

### CONOVO AT A GLANCE

- Agency: Business communications agency
- Location: Cologne (established in 2002)
- Focus: Cross-media management
- Team: Consultants, Editors, Designers
- Clients: Business associations, financial service providers, consulting firms in Germany and abroad



Do you have any further queries? You are welcome to contact us by e-mail, telephone or in person.

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## EFFECTIVE TOOLS

We would be delighted to support you with your communication goals. Together we choose suitable tools to form an effective communication mix. See what we have already achieved for other clients:

[www.conovo.eu/services](http://www.conovo.eu/services)

Advertisement, advertising media

Blog, book, branding, brochure, business report

Corporate identity and design, communication concept, congress, crisis PR, cross-media publishing

Dialogue marketing, direct marketing

E-paper, editing, event management concept, extranet

Flip book, flyer, forum

Games

Illustration, image concept and film, infotainment, integrated communication concepts, interview, IT development

Logo design

Magazine, mailing, manuscript, market analysis and strategy, marketing support, media analysis, dialogue and cooperation

Newsletter

Online editing, outdoor advertising

Photo production, potential analysis, PR-campaign, presentation, press conference and tour, press office function, product strategy

Qualitative and quantitative research

Road-show

Screen design, search engine marketing, social media, specialist articles, sponsoring, study, survey, style guide

Target group analysis, tools & applications, training, trade fair participation

Usability test, user report

Video-podcast

Website, workshop

Zine



Photos: Fotolia

## Using media efficiently

Today's wide range of communication channels demands the media-compatible processing of information, target group-oriented topic structures and the content-related networking of the overall offer. Many of our services complement one another, which increases their impact and saves a lot of time for you.

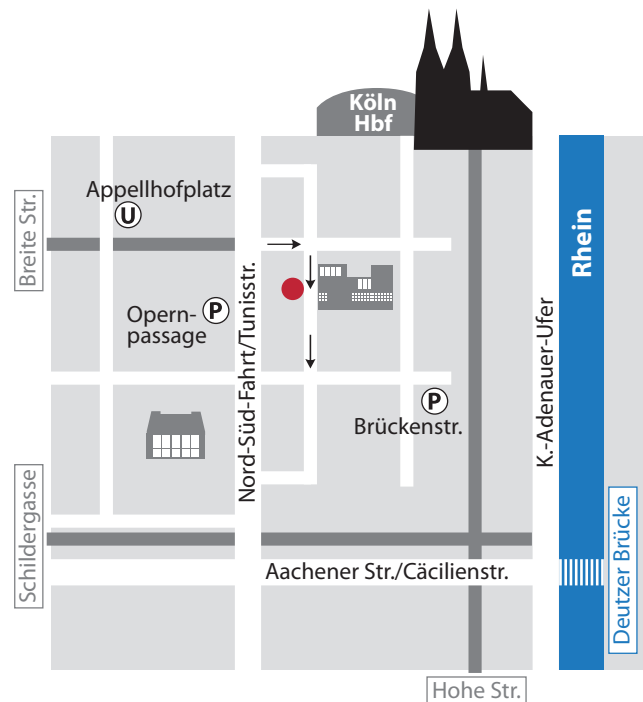
At conovo, clients are always assigned a designated contact person, who guarantees the reliable management of all projects. A close cooperation between the in-house editorial and graphic teams guarantees coherent overall solutions. See for yourself at:

[www.conovo.eu/references](http://www.conovo.eu/references)

## What can we do for you?

Let us assess together the potentials of how your communication can be optimised. We would be delighted to offer you a non-binding personal consultation:

[www.conovo.eu/contact](http://www.conovo.eu/contact)



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