

## Agency Profile

Since its founding in 1988, the REICHLUNDPARTNER agency group has evolved into one of Austria's leading communications agencies. With a comprehensive range of services and highly specialized, independently managed units, we offer innovative, holistic solutions across all areas of analog, digital, and social marketing communication.

Our experienced and well-trained "creative and knowledge workers" as well as a client community of over 1,000 CEOs and marketers from diverse industries ensure an active exchange of ideas that benefits everyone.

REICHLUNDPARTNER is therefore far more than a traditional advertising agency. We think holistically, work proactively, and act as both an inspiring source of ideas and a reliable implementer — whether it's for brand positioning, creative strategies, corporate design, classic and digital ad campaigns, integrated media strategies, web design and programming, eCommerce, social media, public relations, event marketing, or the development of innovative business models.

We are large enough to handle complex challenges and agile enough to provide personalized support to our clients.

## Facts & Figures

- Founded: September 1988
- Today: One of the most powerful agency groups
- Team: 170 specialists and generalists — no freelancers
- Locations: Vienna, Linz, Graz
- Worldwide network: Over 100 partner agencies
- Awards: Cannes Lions, German Design Award, European Art Directors Club, and more
- Equivalent billing volume: €141 million

## Our Clients

- Renowned national and international corporations
- Hidden champions and industry leaders
- National and international SMEs
- Start-ups and young companies
- Institutions and NGOs

### Industry Expertise

Retail & eCommerce, Consumer Goods, Fast-Moving Consumer Goods, Services, Corporate Social Responsibility, Employer Branding, B2B, B2C

According to Austrian marketers, REICHLUNDPARTNER has been recognized as one of the top agencies in the country in terms of creativity, innovation, consulting strength, and expertise in 2020, 2021, 2022, 2023, 2024, and 2025.

Medianet Xpert Awards 2020–2025, Excellence Award 2019 for outstanding agency management

**Reichl und Partner Werbeagentur Gesellschaft m.b.H. | [www.reichlundpartner.com](http://www.reichlundpartner.com)**

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# The Customized Agency

With REICHLUNDPARTNER, you configure your ideal agency for all areas of classic, digital, social, and experiential communication:

REICHLUNDPARTNER Advertising – Your team for strategy, campaign creation, and design

REICHLUNDPARTNER Digital – Your team for all digital media and eCommerce

REICHLUNDPARTNER Media – Your team for integrated media planning and buying

REICHLUNDPARTNER Public Relations – Your team for public relations

REICHLUNDPARTNER Future Thinking – Your team for developing new business models

SMC Social Media Communications – Your team for social media

Gesellschaft für Erlebnismarketing – Your team for events and incentives

Studio e – Your team for audio production, music, video editing, and multimedia

# Our Service Portfolio

## Strategy & Tactics

- Strategic, holistic consulting
- Brand positioning
- Development of creative strategies
- Development of digital strategies
- Development of media strategies
- Development of PR strategies
- Development of social media strategies
- Development of B2B event strategies
- Development of integrated advertising campaigns
- Development of market research concepts

## Creation & Design

- Design of individual advertising assets
- Identity-building graphic design
- Corporate design / brand style development
- UI/UX design

## Web Development

- Frontend full-stack development
- Backend full-stack development
- Full-stack development

## Project Management

- Smooth job processing, cost management, time management

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# Our Philosophy

“We strengthen the competitiveness  
of our clients sustainably.”

We support businesses, institutions, organizations, and individuals with goal-oriented, creative, and networked communication — especially in the areas of strategy, creation, and project management — to strengthen competitiveness and ensure long-term success.

“We offer our employees  
the best workplaces in our industry.”

Our agency locations are in prime city-center areas and are perfectly designed. At the heart of our philosophy is the individual. We support our highly specialized “creative and knowledge workers” in developing their talents and growing personally and professionally. This fosters high levels of responsibility, independence, confidence, expertise, productivity, empathy, teamwork, identification, and fulfillment. We aim for sustainable, long-term collaboration with our people.

“We build true partnerships  
with our business partners.”

We offer media, creative partners, suppliers, consultants, and other partners the opportunity to collaborate in a team-oriented, fair, productive, and sustainable way — all to achieve the best possible outcome for our clients.