



International PR: the BLUE MOON concept





BLUE MOON

- BLUE MOON – the name is the definition:
- Blue Moon is the name for the second full moon within a month.
- A unique astronomical phenomenon that only occurs every four years!
- This uniqueness is what is reflected by our name.
BLUE MOON represents new ideas and creativity but also competence and practicality.



Comprehensive international approach

As an innovative consulting agency, BLUE MOON Communication Consultants specializes in the fields of Consulting & Conception, Public Relations & Marketing, Creation as well as Digital Media. We are your partner for solutions to demanding problems in the communication field.



BLUE MOON COMMUNICATION CONSULTANTS are different due to their comprehensive approach and the international orientation.



Facts



- Company form → GmbH
- Managing director → Anita Gilges
- Head office → Neuss
- Employees → 15 permanent employees, 8 freelancers
- Languages → English, French, Italian and German



Consulting & Conception



Every company is a complex structure. BLUE MOON analyzes the market situation and the internal structures. Our examination looks at every relevant detail in accordance with our comprehensive consultancy approach. Together with you, we develop a target-oriented communication strategy and the corresponding concept - national and international.



Public Relations & Marketing



- **Classical public relations**
- **Specialist publications**
- **PR events**
- **Establishment of press services**
- **Corporate publishing**
- **Evaluation & documentation**
- **Market research**
- **Brand creation**
- **Marketing campaigns**
- **Direct marketing**
- **Evaluation & documentation**



Creating Visions



- Corporate design
- Logo development
- Business papers
- Advertising campaigns
- Image brochures
- Product brochures
- Corporate publishing
- Screen design



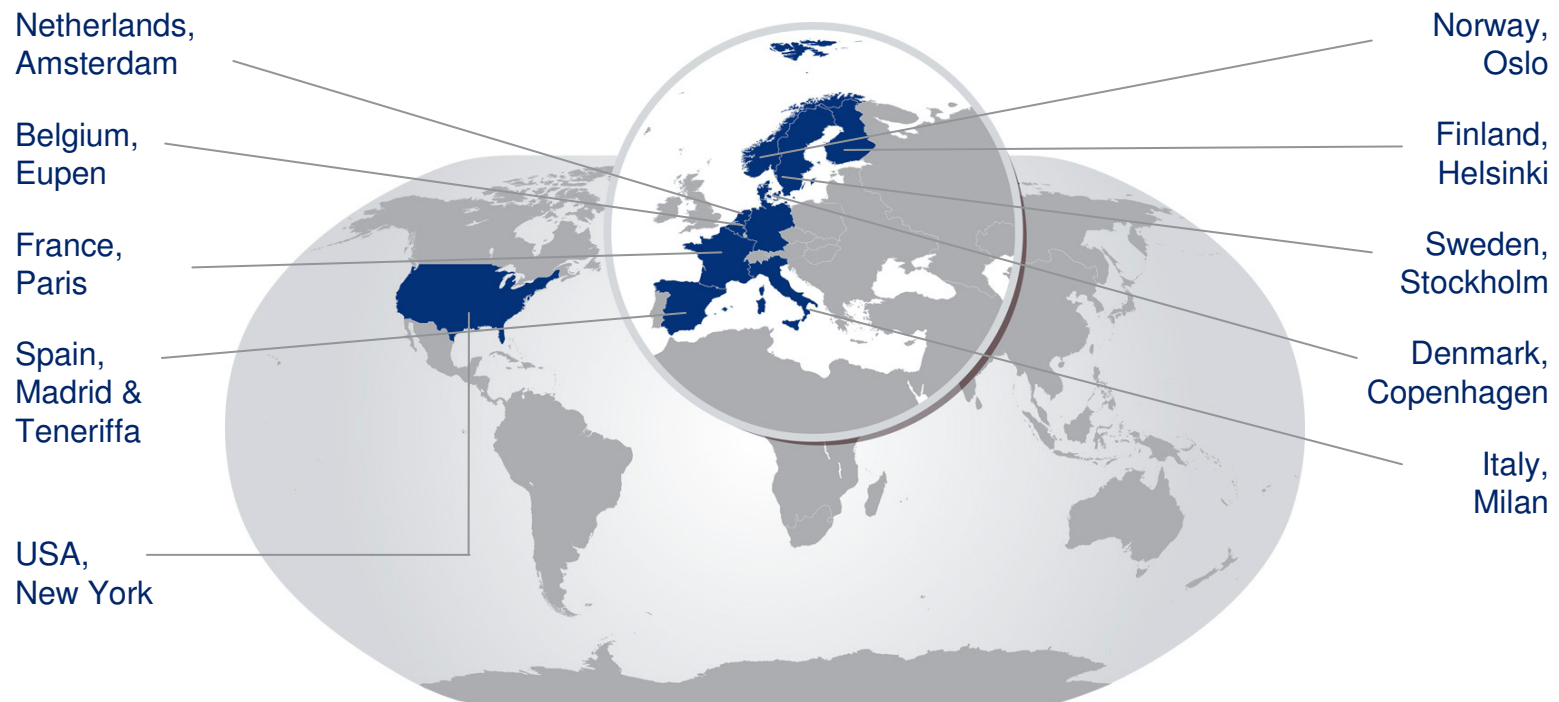
Mission to digital worlds



- Internet
- Shop systems
- Databases
- Intranet
- Extranet
- DVD/CD-ROM
- 3D animations
- Flash animations
- **Search engine optimization**



BLUE MOON international: Offices on site





BLUE MOON international: Network

- Close cooperation with partner offices on site
- Contact speaks German and the respective national language
- Direct control and strategic guidance by BLUE MOON
- Local implementation taking into account national customs
- Constant monitoring of local markets (market research)
- Offices on site have national networks



International PR: Structure & Organization





International PR: Central structure & organization

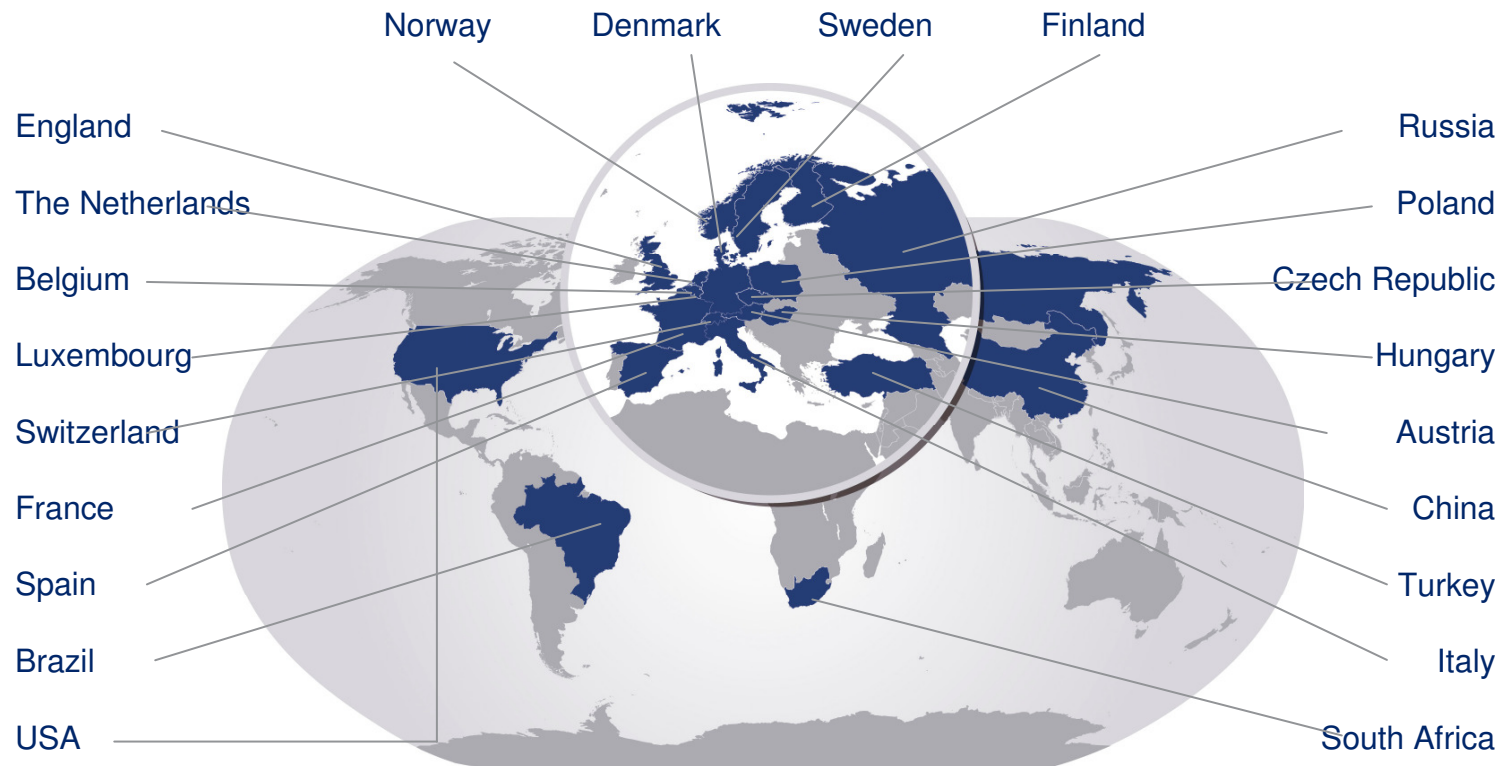


Advantages:

- Central and direct guidance and control
- Branch knowledge
- Efficient handling
- Lower costs



Press services by BLUE MOON internationally in:





BLUE MOON quality for international PR



- Full service with proven quality standards
 - Employees with specialist knowledge and branch experience
 - Market-specific and efficient implementation of PR measures
 - Constant monitoring of local markets and national features



BLUE MOON international service portfolio:

- Concept creation, including time-measures plan and costs-services lists per country
- Media training for management regarding the topic of "Press services/working with the press"
- Research and production of technical articles, reports, object reports, interviews, press releases
- Adaptation and translation of texts
- Dispatch of press material, inc. follow-ups
- Permanent monitoring and follow-up of specialist press distribution list



BLUE MOON international service portfolio

- Regular and intensive contact with trade press editorial offices
- Organization of press events
- Contact on site, speaking German and the national language, with branch knowledge
- Market analyses: Close contact to associations and multipliers, as well as their branch managers on site
- Media monitoring, clippings preparation and dispatch
- Evaluation in form of an annual report and/or media resonance analysis



BLUE MOON international tools:

- **International press room**
 - Contact for each country
 - Archive
 - Download
 - multilingual
 - Current press releases
 - Image database
 - Calendar

- **Extranet with:**
 - Time-measures plans incl. completion status
 - Dates
 - Databases
 - Chatroom

- **Motivation of the IPR team**
 - Target agreements
 - Trainings and courses
 - Balanced Score Card



BLUE MOON is ...

- Creative
- Effective
- Proactive
- Reliable



➔ BLUE MOON networks and integrates your corporate communications internationally – with success!