

**IndustryArena Media**

Ihre Agentur für Design, Entwicklung und Marketing

**Good story!**  
**Good echo!**



**The common path  
is the goal.**

## Coordinates



**A**s a communications and marketing agency between Cologne and Düsseldorf, we combine advanced web development with creative marketing strategies to create digital experiences that strengthen your brand and inspire your target group. From user-friendly web design to complex, individually developed online solutions - we implement your digital projects with precision and passion.

Our experienced team develops high-quality content for you - in the form of images, text, audio and video. We link this seamlessly with all relevant digital and analog channels, tailored to your needs and the task at hand.

Our concepts are based on a deep understanding of target groups and channels. With our technical expertise, we thus combine strategy, creative solutions and sales-promoting measures to produce market-driven and target group-relevant results.

**This is how we create your own unique and unmistakable brand world!**

# We pack all of this for you:

Online marketing

Corporate design

Social media

Content marketing

Event marketing

Webdevelopment and -design

Brandstory

Motion design and content

Print marketing

## Compass



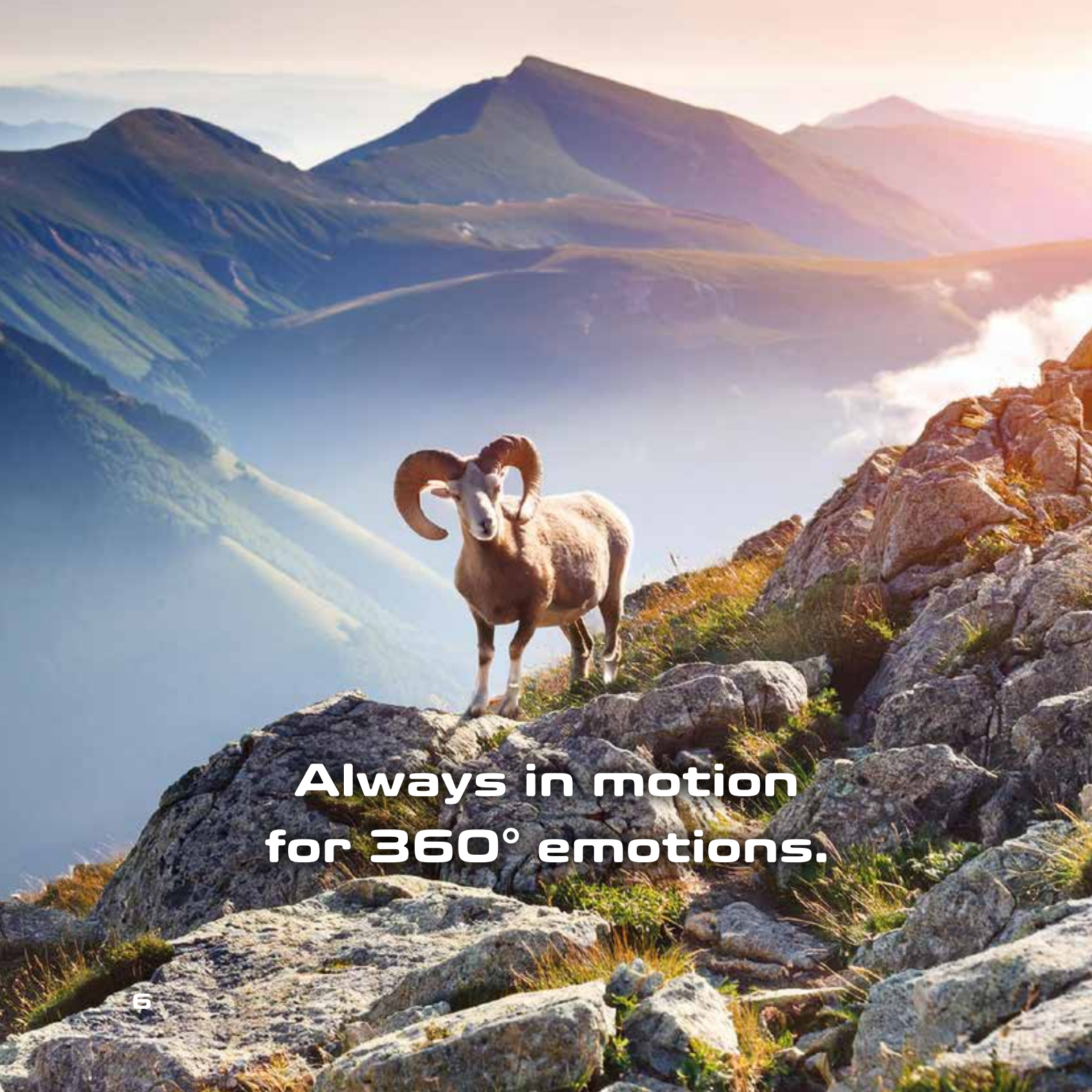
**W**ith our comprehensive know-how from the entire marketing world, we successfully implement concepts and measures that optimally position products or services - in every direction. From the initial idea to innovative, conceptual implementation: We get to the heart of everything technically and creatively.

We deliberately leave the beaten track and focus on the path that leads directly to success with maximum impact.

To get started together, we coordinate the objectives precisely with you. We listen carefully to what you want to achieve and which target groups you want to address in order to precisely target your market environment.

Choosing the right technology is crucial. Our team of experts combines technical expertise with creative ideas to design an efficient and effective approach.

**With the right strategy and the right tools, together we will not only achieve your next goal - we will define new successes.**



**Always in motion  
for 360° emotions.**

## Vision

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**T**he options for reaching target groups - be it via social media, email campaigns, content or video marketing - are many and varied. But for us, effective marketing means more than just using individual channels. It's about combining all elements of the modern marketing mix with one another.

For example, direct marketing and offline channels must not be ignored. From the appearance and trade fair presence through to poster or advertising campaigns: We offer a wide range of integrated measures that we implement for you on a customized basis.

The emotional aspect always plays a central role. We do everything we can to reach the heart of your target group and always place this claim at the center of our solutions.

The challenge of attracting the attention of potential customers is great. With 360° marketing campaigns, we ensure that your company is present on all relevant channels.

**This is how we work together to create your own unique brand world.**



Over 6000 Supplier Microsites



EMO, METAV and GrindingHub | Event marketing



VOICE of CNC | Video podcast



Leben in Hitdorf | City marketing



eMagazine | Editorial design



VDW e.V. | Internet portal

# There are some strong hooks.



## References

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**W**e have already successfully embarked on many paths together with our customers and in doing so, we have set striking signs. Every milestone and every stopping point is positioned with foresight and sustainability to ensure long-term success. The paths are individual, but they always have a clear, predefined direction - characterized by strategic thinking, creativity and a deep understanding of the respective industry.

Our in-depth experience in working with industrial clients, service providers and organizations from the public and social sectors shows: We know the challenges of every industry. Through targeted strategies, creative solutions and a consistent focus on measurable success, we help companies of all sizes to secure their long-term market position.

You can find a current overview of our projects and clients at any time on our homepage at: [industryarena-media.com](http://industryarena-media.com)

**For us, it is essential to give every brand the support that anchors it in the market in the long term - with substance, strategic foresight and creative impulses that create real added value.**



**Perfectly equipped  
for the peak  
of visibility**

## Summiteers



Whether it's the development of a unique company logo or the planning of a comprehensive cross-media campaign - we are well prepared to take the right path with you.



Our IndustryArena contacts are available at any time for an initial introductory meeting - either at your premises, at our base camp in Langenfeld\* or simply via video conference.

**Let's talk in person to find the ideal start for your projects. We look forward to hearing your feedback and accompanying you on the way to your goal.**

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## Let's go!

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