

## Agency description

**The 727 group:**

727 communication as  
 727 research aps  
 727 online as  
 727 cph as

Niels Bohrs Vej 23, Stilling  
 DK-8660 Skanderborg  
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**Main business areas:**

Strategy, planning & concept development  
 International communication  
 Research and market analysis  
 Corporate identity  
 Graphic design  
 Package design  
 Online marketing  
 Trade marketing

**CommWorld contact persons:**

Tom Elert  
 te@727.dk

Flemming Kok  
 fk@727.dk

**Salient facts**

**Established**  
 1972

**Corporate registration**  
 Private limited company

**Management**  
 Tom Elert, General Director  
 Flemming Kok, Director  
 Anette Grothe, Account Director  
 Kim T. Michael, Creative Director  
 Anders Bregendahl, Online Director  
 Peter Grumsen, Trade Director  
 Susanne Qvist, Research Director  
 Kenni Lahn, Production Manager

**Total employees**  
 42

**Turnover 2006**  
 EUR 6,644

**Gross Profit 2006**  
 EUR 2,468

**Media billings excl.**  
 Yes

**Agency profile**

An old, successful, Danish advertising and marketing agency established in 1972 was re-invented. In November 2003 727 communication as had it's unique grand opening. Lady Patricia – an old Boeing 727 and a new airport terminal was placed on one of the busiest freeways in Denmark.

The plane and the terminal building are now 727's headquarters. Within one year after the grand opening the brand awareness rate jumped from 20% to 85%. Click rate on the agency's website increased to 150,000 pr. month. The number of employees grew from 16 to 30. And more than 3,000 business executives visited the agency. In 2004 EBIT grew with 183% and the gross profit continue growing.

**What happened?**

"We did what we tell our accounts to do" says the General Manager Tom Elert. A unique, creative idea + coherence in corporate identity + outstanding visibility created impressive results. Lady Patricia – the old, now restored Boeing 727 - became 727 communications unique trademark and headquarter.

727 regard a company, a product or a brand as a medium. We regard consumers as mediums and as potential brand builders. When consumers understand the brand and have the right brand perception they get involved in the brand. At this point they have a crips and clear opinion about the brand which enable them to communicate the story of the brand which makes them brand builders.

This way 727 converted a company name to a unique brand in the Danish Advertising and

marketing industry. And it is this philosophy that 727 share with their accounts.

727 focus on and seek idea driven companies who are passionate about their brands, products or services. We only want to work for marketers who truly want to make a difference in their category.

**Curent major clients**

**Agrova Foods**  
 Danish Agriculture Associations food division

**Arla Foods**  
 One of Europes leading dairy corporations

**BMW Financial Services**  
 Financing

**Carlsberg**  
 Probably the best beer in the world

**Danisco**  
 One of the world's leading food ingredients companies

**Danish Crown**  
 One of Europes leading pig slaughterhouses

**Danish Meat Association**  
 The Danish Bacon and Meat Council

**Disney**  
 Entertainment

**Dreamworks Pictures**  
 Entertainment

**El-Salg**  
 Appliances and household products – 300 retailers

**Fox**  
 Entertainment

**Lantmännen Unibake**  
 Frozen bake off products, Royal Danish Pastry, Pastridor

**Marcus**  
 Young mens fashion – retail chain

**Nordex Food**  
 High quality dairy products to the global market

**Paramount Motion Picture Group**  
 Entertainment

**Royal Greenland**  
 One of the world's leading groups within seafood products

**Skovby**  
 Excellent dining furnitures

**Silvan**  
 Do-it-yourself stores in Denmark and Sweden

**Sony Ericsson**  
 Mobile handset industry

**Svane Køkkenet**  
 Designer kitchens

**Tulip Food Company AS**  
 Processed meat products