

Agency description

pro-artwerbeagentur ©

pro-art werbeagentur GmbH
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Main business areas:

- Strategy and concept development
- Media consultancy and buying
- Classic advertising
- Corporate design/identity
- Sales promotion
- Direct marketing
- New media/internet
- B-to-B
- International communication

CommWorld contact person/s:

Thomas Hans
 Anja Schrecke
 André Brömmel

Salient facts

Established
 1979

Corporation registration
 Limited liability company

Management
 Thomas Hans,
 General Director

André Brömmel,
 General Director

Andrea Schlüter,
 Client Service Director

Thekla Jakobi,
 Creative Director

Total employees
 30

Turnover 2006/2007
 EUR 14,400,000 (Total Billings)

Gross Profit 2006/2007
 EUR 2,160,000

Media Billings incl.
 yes

Agency profile

pro-art is a classic full service advertising agency that works for national clients as well as for European companies.

The focusses of pro-art activities lie in the fields of fashion, food, photo, B-to-B, pharmaceuticals, hometextiles and media - in these fields pro-art has developed significant know-how due to its long time experience.

pro-art's general approach is to create efficient advertising for their clients. The agencies output therefore is the result of systematic effort according to clear requirements. pro-art especially likes to work with clients who are competing or willing to compete with the best in their field. That way together we can define clear standards for efficient and successful advertising according to the client's needs and adjust our work to consequently fulfilling these goals.

The most important criterion for efficient advertising is creativity. This is pro-art's main principle which will be translated into creation as well as strategy and account management. Another essential value of pro-art is the commitment to constructive co-operation which pleases the client as well as the agency. For it is the ideal basis for efficient and creative output.

Current major clients

Abebooks Europe
 online-book-shop

Brillux
 paints/lacquers

Busch Fashion
 men's fasion

CeWe Color
 foto finisher

Dahle
 office equipment

ELBA
 office equipment

Farmer Automatic
 bearing systems for poultry farming

Hardy Schmitz
 wholesaler of electric appliances

KME Germany AG
 copper industry

Krombacher International
 brewery

Medicos Kosmetik
 cosmetics

Novus
 office equipment

OSRAM
 lamp manufacturer

Seidensticker
 fashion

SSB Antriebstechnik
 drive technology

Westfalen AG
 petrol stations and service areas

Wyeth
 pharmaceutical products