

MaCS – Value-adding in b2b communication

MaCS GmbH
Marketing-Communication-Services

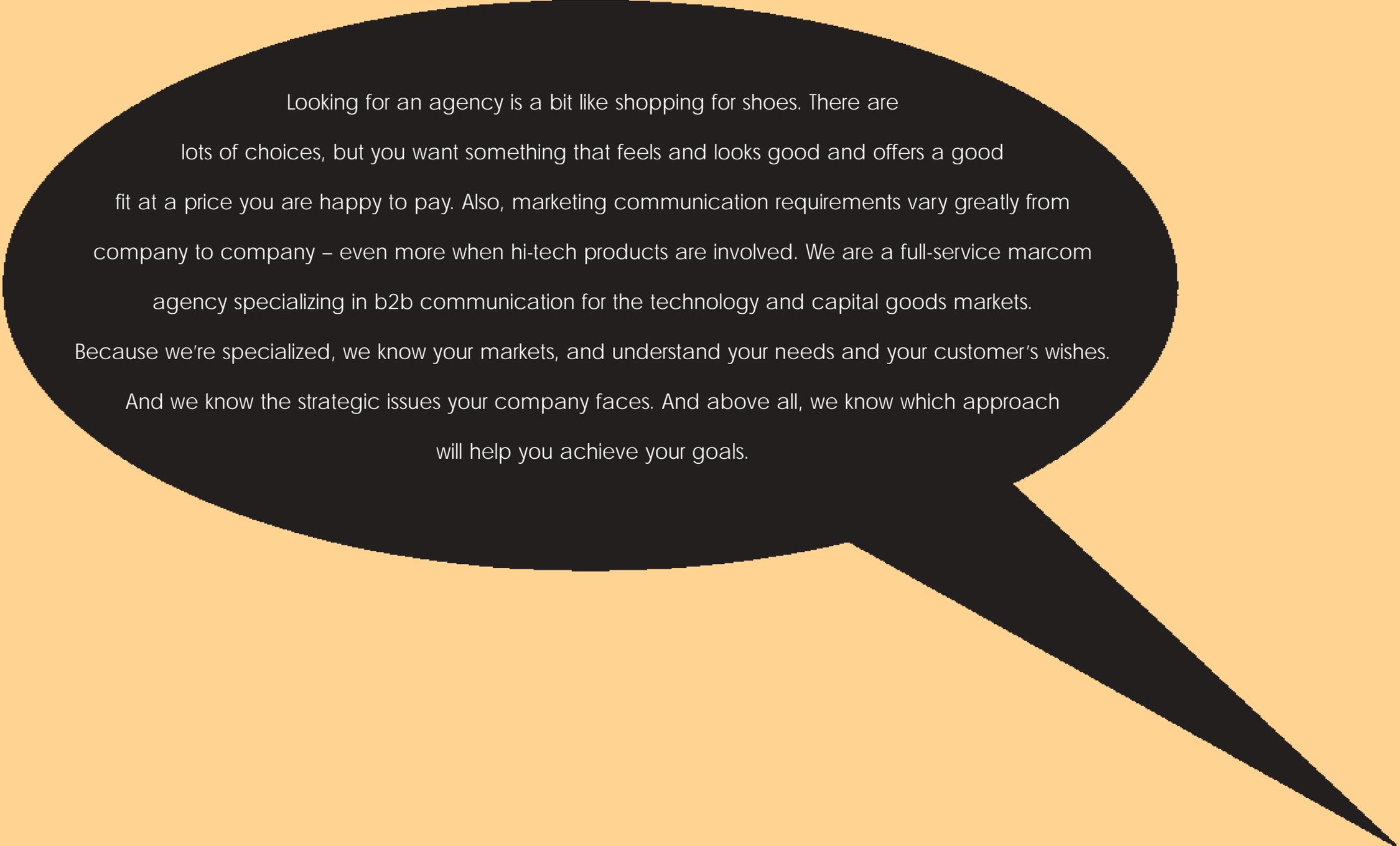
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maCS
MARKETING-COMMUNICATION-SERVICES

Dialog with **MaCS**

A man with short brown hair, wearing a white shirt, is shown in profile from the chest up, looking towards the right. The background is a light, neutral color. Overlaid on the right side of the image is a large orange oval containing white text. To the right of this oval, three smaller orange ovals of increasing size are arranged vertically, suggesting a thought bubble or a sequence of ideas.

Which is the **right**
agency for me?



Looking for an agency is a bit like shopping for shoes. There are lots of choices, but you want something that feels and looks good and offers a good fit at a price you are happy to pay. Also, marketing communication requirements vary greatly from company to company – even more when hi-tech products are involved. We are a full-service marcom agency specializing in b2b communication for the technology and capital goods markets. Because we're specialized, we know your markets, and understand your needs and your customer's wishes. And we know the strategic issues your company faces. And above all, we know which approach will help you achieve your goals.



Our business is constantly changing.
What's **cool** today may be old hat
tomorrow.

MaCS keeps pace in a fast-moving hi-tech world.

Our employees are experts in this market – to your benefit. We don't need lengthy briefings, presentations and explanations. We don't waste your time with concepts that miss the point.

We rapidly plan and implement communication strategies using an integrated approach that ensures your message is heard and clearly understood by your audience.

We're as flexible as you want – but always dedicated to excellence. Even very short-term projects are executed professionally and reliably.

**"MaCS takes a load off my mind.
They handle pan-European campaigns – including
localization, production and mailing – creatively and
professionally. And once they have committed to deadlines,
they meet them, come what may."**

Bernd Gill
Marcom Manager Deutschland
Hewlett-Packard GmbH

We don't need fancy advertising.
It's the bottom line that counts:
new customers, new orders.



MaCS provides targeted active support for your b2b sales effort – a much more cost-effective solution than a standalone, broad-based brand awareness campaign. With integrated Direct Marketing programs, for example, which provide an immediate measurable return in the form of new leads. We know your target groups and we know how to reach and influence them. We use the appropriate means of communication in each market and link activities intelligently and efficiently, for example with inserts, web campaigns, adverts, e-mailings, promotions, events, give-aways and follow-up.

And where appropriate, we undertake cooperative marketing programs with your partners.

A black and white photograph of a person walking past a large classical building with columns. A yellow speech bubble is overlaid on the image, containing text. The background is a solid yellow color.

We operate internationally. Wouldn't
a big-name international agency
be better?

Not necessarily. Because we're pan-European, too.

We localize projects for our customers in all European languages, using our own resources and selected freelancers. The benefit? You have a single point of contact, whether your operations are national or pan-European. As prime contractor, we organize, coordinate and implement your international projects. Delivering just what you need, quickly and professionally.

Throughout Europe.

**"Our focus is on sales.
For marketing, we rely totally on
professional support from MaCS."**

Georg Hodapp
Founder and General Manager
Libelle GmbH



I don't want a long-term contract –
I want to stay flexible.



“MaCS makes me feel like the most important client...”

Claudia Stallinger
Director of Marketing
Franklin Electronic Publishers GmbH

MaCS works primarily on a project basis. You define a project and we'll make a binding fixed-price offer. We don't take you to the cleaners. If unforeseen extra costs are incurred – for example as the result of changed conditions or requirements – we let you know in good time. You always have full cost transparency and don't need to enter a long-term financial commitment.

At MaCS we're dedicated to our clients. We cultivate and maintain a close personal relationship. This spirit of loyalty and identification with our customers is to our mutual benefit – which is why our clients stay with us.

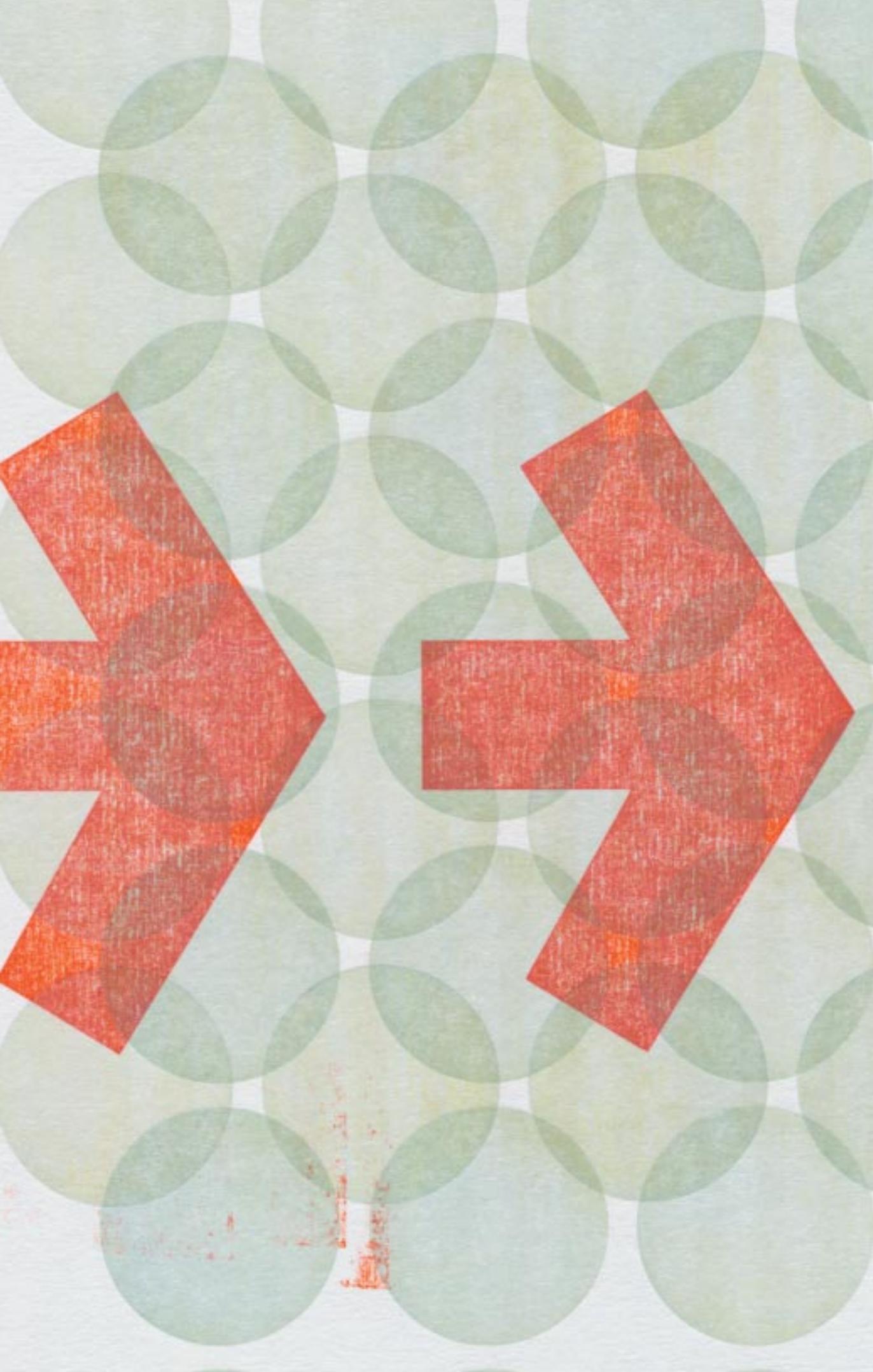
There are many reasons to work with **MaCS**.

The most important one: We understand your business needs and present a solution that is appropriate to your requirements, your market – and last but not least, your budget.

So get in touch.



Good reasons for **MaCS**



We deliver

We make it happen. We don't measure our success in awards and accolades. We measure it the way you measure it: with your sales figures.

We demonstrate our creativity in every project by developing the optimum solution for you. With marketing expertise, technical know-how, creative ideas, and total commitment – and a team of over 30 dedicated and flexible communication professionals you can always rely on.

One for all

MaCS is many things – creative agency, event agency, Web agency, PR agency and print management agency – all rolled into one. We deliver the optimum solution tailored to your needs: an ideal fit and mix of integrated marketing activities.

You get one-stop shopping for full service – within budget and on time. Because in addition to consultants and creatives, we have an experienced production team that ensures the timely implementation of your solution. Anywhere in Europe.

In the best of hands

MaCS is owner-managed – the owners are involved on projects day to day. So you can be sure that your project is getting our full commitment and that you can escalate an issue if you need to.

This also means that there's no "big agency" in the background. No investors to please. Our focus is on your marcom needs – on you, our client.

contact



We'll be glad to show you more.
About our services, our projects and our company.

Mehr **Sein** als Schein