

# deliver

your message in Europe



Hi-tech B2B marketing communication for Europe

[www.macs-us.com](http://www.macs-us.com)

**macs**  
MARKETING-COMMUNICATION-SERVICES

## Way to go!

Congratulations! Presenting at Cal-IT is an achievement in itself. It means you're serious about Europe.

As a businessperson, you know you face many significant challenges when entering a new territory. Even though Europe is one big market, it has many countries and cultures. Each different in so many ways.

## What you need to succeed

Someone who knows the markets and knows how to communicate to your future customers. Someone who understands the media, the languages and the local cultures. Who knows how people think and buy – and who can use your budget wisely to generate leads and boost sales.

## That's MaCS

Taking hi-tech to Europe is our specialty. Headquartered in Munich, we have a local team in San Francisco. So we're right round the corner from you – to efficiently drive your Marketing Communication from one central corporate position. The execution is done with large teams in Europe. Immersed in your target markets. In touch with European trends.

### MaCS services include...

- Strategic marketing communication planning
- Online marketing
- Direct mail
- Advertising
- Public relations
- Events, trade shows organization
- Internationalization and localization
- Messaging and branding

### ...to bring you ...

- Qualified leads
- "Local presence" in target markets
- Heightened awareness and branding
- Effective communication with your European customers
- Motivation and support for your channel and sales force
- Third-party education and marketing support



## Sales in Europe *now*

Like you, we measure success by sales. Your sales. And by repeat business. We understand your needs and present a solution appropriate to your requirements, your market – and last but not least, your budget.

Our speed and quality will amaze you. Look forward to short, productive briefings. Quick turnaround. Fast, flexible delivery. Results that are right on target. Why? Because we are specialists – doing what we do best in a market we know.

Local expertise and production means more bang for your buck. We know the ropes, so we're quick and efficient – and there are no unpleasant surprises, no major upsets. And we work on a project basis – delivering on schedule, within budget. So you have costs under control. With local contacts to work with on a day-to-day basis.

## MaCS is more

We are far more than a design agency – we're your one-stop shop for strategy, concept, design, production and distribution. So with us doing the legwork, you know your message is being delivered.

## The bottom line

You have a successful product and a demand exists for it in Europe. All you have to do is make your product and its benefits known. We have the communication expertise, strategies and resources to ensure your success. So let's do Europe together.

Give us a call. Or visit [www.macs-us.com](http://www.macs-us.com).  
It's the way to go!



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During Cal-IT please call +49 (0) 171/451 14 23 to arrange for a short term, onsite meeting.

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