

DMC DESIGN MEDIA COMMUNICATION

FactPack: Agency Profile and Credentials, DMC Media

# Agency Profile – Overview

## **DMC Group**

- Highest quality orientation
- Simple and clear solutions
- Holistic approach

**DMC Design**

**DMC Media**

**DMC Communication**

Established 1991. Approx. 70 employees in Vienna and Hamburg



# Focus of DMC Group Units

## **DMC Design**

Development and realization of online and offline design concepts for visual brand management of corporate and product brands

## **DMC Media**

New media agency and consultancy focusing on new media consulting, conception and realization

## **DMC Communication**

Development and realization of strategy, creative conception, creation and production for classical advertising

**Mutual Goal**

**Development of simple and strong communication solutions for online and offline media**



# Strategic Positioning of DMC Media

- New media agency and consultancy of the DMC Group
- Consulting, conception and realization for Internet, mobile and media installations
- High strategic competence: conception of new media projects on the basis of and in accordance with existing corporate strategies
- Strong focus on professional project management and project coordination throughout entire project life cycle — from strategy development to implementation
- Can act as general contractor and/or project lead for large scale new media projects when required, coordinating different specialists
- Being part of the DMC Group ensures superb brand management, design and development of integrated cross-media communication concepts



# References/Allianz AG

Customer portal site Germany [allianz.de](http://allianz.de)

Client	Allianz AG, e-marketing, Germany
Business Field	Financial Services
Project Description	Development of the Allianz brand for digital media. Elaboration of an empirical target group approach and analysis and selection of relevant trends in new media. Definition of strategy to support and enhance the Allianz brand value on the Internet. Conceptual framework for cross media promotion. Personalization and dialogue concept.
Project Tasks	Communications strategy, design and consulting



# References/Further References

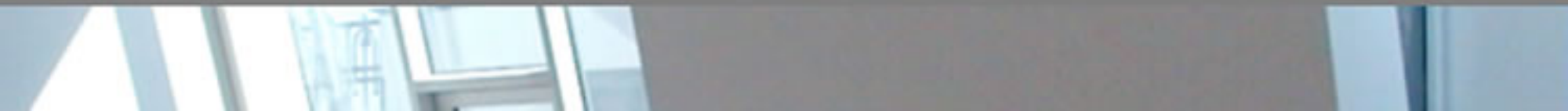
Allianz AG	Strategic dialogue concept Personalization concept Youth portal site Quality assurance	<a href="http://www.gofuture.de">www.gofuture.de</a>
Arch Foundation	Online campaign Public space media installations	<a href="http://www.arch.at">www.arch.at</a>
Bundesministerium für Unterricht und Kultur	Online museum	<a href="http://www.museumonline.at">www.museumonline.at</a>
Karajan Centrum	Online presence Information terminal	<a href="http://www.karajan.org">www.karajan.org</a>
Schenker BTL	Online presence	<a href="http://www.schenker.at">www.schenker.at</a>
Fritz Schömer GesmbH	Online presence "Sammlung Essl" Outdoor visual installations	<a href="http://www.sammlung-essl.at">www.sammlung-essl.at</a>
Van Swieten GesmbH	Online presence	<a href="http://www.vanswieten.at">www.vanswieten.at</a>
Wiener Stadtwerke	Online presence	<a href="http://www.wiener-stadtwerke.at">www.wiener-stadtwerke.at</a>
Wirtschaftskammer Österreich	Service portal	<a href="http://www.gruenderservice.net">www.gruenderservice.net</a>

# DMC Media Team

Our interdisciplinary team of well-trained, experienced professionals consists of approximately 20 specialists with a variety of backgrounds:

- New media strategy and conception
- Interface development
- Usability
- System architecture
- IT Consulting
- E-Commerce solutions
- Marketing (classical, online, mobile)
- Management consulting
- Project management

This team is enhanced by the DMC design pool of 15 experienced designers.



# Cooperation Partners

- **CURE** (usability consultancy)
- **MediaCom** (international media planning agency with 45 branch offices — part of the Grey network with 29 international offices)
- **Beyond Interactive** (international online research and online marketing agency — part of the MediaCom global network with 23 international locations)
- **ECC Publico** (largest Austrian PR agency — part of the ECC Group, which represents Germany's largest international network for public relations and corporate communications)
- **Actis** (Moscow-based IT development and high-end programming company)

