

## TOPICS

Advertising or PR is only truly successful when it manages to convince the target audience and increases trade. However, convincing can only be done by those who know what they are talking about.

Therefore at Bizzkom Business Communications we have specialised and created advantage for our customers through our expertise in the areas of Fitness and Wellbeing, Healthcare and Clean Technology.

### || Fitness/Wellbeing

The principal aim of Fitness and Wellbeing is to live longer healthier content and happy lives. The goal of general fitness is to achieve fun and a good physical condition. At bizzkom we deal with products, methods and applications, which help to increase physical, mental and spiritual well-being.

Our market-specific knowledge and experience means we are a competent marketing partner for manufacturers and suppliers in all Fitness and Wellbeing areas including movement, nutrition, anti-aging, holistic medicine, travel, rehabilitation, relaxation and stress management, hygiene, dentistry and physical health (a combination of fitness and cure).

### || Healthcare

If it concerns health, we know more about this sector than any other industry - confidence is a decisive argument, which can make the difference between the success and failure of a product or service.

By specialising on topics from the health service (e.g. medical technology, hospital management, pharmaceutical one, physicians, medical associations) and blending our know-how with the range Fitness/Wellbeing, we succeed in making direct adept communications with doctors and patients. In order for our customers' to create confidence in their markets, we place the clear and differentiating use of argument at the centre of our media campaigns. For these we naturally evaluate and analyse tendencies, trends and basic political conditions.

### || Clean Technology

Through user-oriented marketing we offer technological innovations, which can help to solve our global environmental problems and limit the consequences of climate change. We use our media experience to correctly place environmental topics in the public eye. These include power generation from renewable energies, home insulation energy saving or the production of petrol, diesel or plastics from biofuels or pure-plant oil.

We would specifically like to help realize your good ideas by supporting the dialogue between inventors and politics and for example assist you with applications for grants or aidprograms.