

The only agency in Finland specializing in German-language digital marketing starting in January, located on Mikonkatu, right next to the central railway station.

Feel free to contact us and learn about our concept over a complimentary cup of Swiss “Käfel” coffee. I would be pleased to visit you if that works better! In Switzerland, planning is always long-term, just like with us. We operate on a commission basis for additional sales, which makes it completely risk-free for you.

## **High-Quality and Effective German Marketing Communications**

We execute targeted and culturally tailored marketing actions. Our goal is to help Finnish companies find effective, long-term solutions in German-speaking markets.

### **Content in German**

Advertisements, videos, texts, and podcasts. We create genuinely local texts, podcasts, and videos. We also cost-efficiently adapt existing video and image materials into German versions.

### **AI-Based Campaigns and Productions**

Targeted marketing that hits the right audience with precision! We know how to implement campaigns efficiently and cost-effectively.

### **10 years of experience working in Switzerland and with Swiss culture**

We want to offer Finnish companies a cost-effective alternative, as the costs of advertising agencies in Central Europe — such as in Zurich — are typically 5–10 times higher than in Helsinki. Our former colleagues and contacts in Switzerland are happy to assist with quality assurance as well. Digital marketing can be done efficiently and professionally from Finland!

### **Brücke - A bridge to German-speaking markets**

## **Are you interested in tapping into the vast German-speaking markets?**

We can assist you in unlocking the vast potential of these markets. With over 10 years of experience in Zurich, we bring expertise to your business.

Purchasing decisions are strongly influenced by communication in the buyer's native language. German-speaking markets open up access to over 100 million consumers in Germany, Switzerland, and Austria. In addition, German plays a significant role in Eastern Europe as well. Thanks to artificial intelligence, content production is now more efficient, enjoyable, and of higher quality than ever before.

### **Objectives and Goals**

Our aim is to offer companies effective, long-term solutions. We aspire to become a top agent helping Finnish businesses succeed in German-speaking markets. We are committed to providing companies with a cost-effective alternative to the expensive advertising agencies of Central Europe. In Zurich, budgets were often 5 to 20 times higher. Digital marketing can be done exceptionally well from Helsinki!

### **Pilot Project: Small Start, Big Opportunities**

Entering new markets always brings questions and uncertainty. With us, you can set those concerns aside and confidently pursue European growth! We offer the opportunity to start with a pilot project. Through this project, we test opportunities and marketing strategies tailored to your target audience in German-speaking Europe. In previous projects, the number of paying customers for similar target audiences increased up to fivefold — even with a modest advertising budget.

### **Finnish and German-Speaking Companies**

The primary goal of our services is to support the internationalization of Finnish businesses, but we are also happy to help German-speaking companies optimize their advertising. Do you know a company facing challenges marketing to German-speaking audiences? Or are you one of them yourself? We would be happy to assist!

### **Why Could This Be of Interest to You?**

If you know businesses looking to improve their sales in German-speaking markets or enhance their communication, we would be thrilled to help. Our collaboration is like a hole-in-one: precise, effective, and rewarding.

## **Budget Issues? Don't Worry!**

We can execute the project on a commission basis, meaning you only pay an agreed percentage once the sales are achieved.

Feel free to reach out!

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