

INSIGHT MARKETING & COMMUNICATION is a foreign-invested company. With our partner Premier Marketing Group (PMG) in Munich, we offer Integrated Marketing Communication (IMC) services to medium and large size international companies. With international experience and local insight, we provide our clients **international quality service at local price**. Our unique result-oriented planning model, and high quality creative execution optimizes your marketing efforts to ensure the best return-on-investment.

QUALITY

Result-oriented strategic planning

Original design

Fresh ideas

International quality

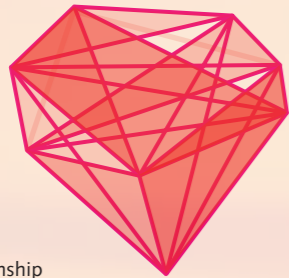
Reliable media relationship

High return-on-investment

BRAND

INTEGRATION

CREATIVITY



INTEGRATED MARKETING & COMMUNICATION

ADVERTISING & DESIGN

Voith Paper China Co. Ltd
One of the World's largest paper machine manufacturers

- Corporate brochure
- Product launch campaign
- Print ads
- Direct mailing
- Sales kit
- Technical articles
- Customer testimonials
- Product brochures
- Special purpose publication

STRATEGIC PLANNING

Dr. August Oetker Nahrungsmittel KG
The most renowned German food & beverage group

- Chinese brand strategy
- Chinese naming on Dr. Oetker and Ristorante
- Trade mark registration in China, HK, Taiwan and Macao



ADVERTISING & DESIGN

EVENT & PROMOTION

Kraft Foods (China) Co. Ltd.
World's top food & beverage group

- Tang winter promotion "Hot Tang": concept, promotion booth design, gift design etc.
- National sales conference "Tang: Ship of Victory": concept, event mechanism, location design, gift design etc.



INTEGRATED MARKETING & COMMUNICATION

ONLINE MARKETING

Losberger China Co. Ltd.
A World's leading tent group

- Chinese website complete development
- Search engine optimization
- Print ad
- Online PR for post-earthquake Children's Day tent donation event



PUBLIC RELATION & MEDIA

La Verbena Spanish Restaurant & Bar
Upscale modern Spanish restaurant in Shanghai

- Marketing communication planning
- Brand re-launch campaign
- Visual identity: Logo, name cards, shop cards, envelopes
- Print ads, media buying
- Grand opening parties
- Extensive coverage in selected English and Chinese media
- E-newsletter
- Word of mouth (WOM) campaign online and offline



EXHIBITION & TRADE FAIR

EMAG Machine Tool (Taicang) Co. Ltd.
A World's leading machine tool manufacturer

- CIMT 2008 booth design and setup
- Print ad
- Consulting on DM, media, ads etc.



INTEGRATED MARKETING & COMMUNICATION

- Brand strategy
- Marketing plan
- Media plan
- Integrated communication plan
- Market entry strategy

STRATEGY

INTEGRATED MARKETING & COMMUNICATION

- Advertising
- Graphic design
- Public Relation
- Event
- Exhibition
- Promotion
- Online marketing

OUR CLIENTS

 VOITH Engineered reliability	 Dr. Oetker	 Mercedes-Benz
 Zimmermann BOXO	 KRAFT 卡夫	 LOSBERGER
 EMAG	 J. & F. COGNAC	 BASF The Chemical Company
 maier sports	 GREY GOOSE VODKA	 H&T Shanghai
 dd 东渡国际	 FITSTOP 飛思達	 wpb Wehrle Personal Beratung 博 爾 普 亞
 露飞 KOFI	 高姿 COGI	 ETAS



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