

Who we are and what we do.

Profile

The company was founded in 2003 by Angela Schulze.

With an interdisciplinary team of political science and communication experts, business administrators, German studies specialists, journalists, photographers, exhibit, graphics, web and product designers as well as web developers, amagi provides integrated communication solutions for small and medium-sized businesses, listed corporations, public companies, foundations, associations and (inter)national organizations.

Our teams – a mix of full-time employees and freelancers – are just as unique as the projects they work on. We use lean, flexible and efficient structures.

Services

- Corporate communication (internal, external)
- Product communication/brand management
- Change communication/change management
- Corporate social responsibility
- Public affairs, political communication
- Crisis prevention and crisis communication

Industries

- Politics
- Health/medical/care services
- Environment/energy/sustainability
- Foodstuffs and luxury consumables
- Tourism
- Technology/consumer electronics
- Construction and real estate
- Art and culture
- Furniture and interior design

Instruments

- **Strategic consulting and concepts**

Strategy development for corporate and product communication; designing and conducting internal and external campaigns; assistance in conducting internal and external PR activities

- **Press and media activities**

Topic management; editing (text/image); radio and TV footage; press conferences, background discussions, interviews, editorial visits, press trips; designing PR ads and advertorials; media tracking and analysis; performance monitoring, documentation and evaluation; media collaboration; media training

- **Corporate identity & corporate design**

Corporate identity, corporate design; logo and signage design; illustration; naming/name selection; slogans and claims

- **Corporate Publishing**

Newsletters, image and product brochures, flyers, posters/billboards, ads

- **Events**

Product presentations, roadshows, incentives, gala events, conventions and conferences, trade fairs and exhibits, promotions & cross promotions; continued education courses, seminars, training offers; conducting training courses and seminars on PR/public relations

- **Multimedia and digital communication**

Creating websites & microsites; development and administration of social media newsrooms; integrating blogs, forums, videocasts, podcasts and online surveys into media activities; using and monitoring social media (e.g., Twitter, Facebook, YouTube, MySpace, LinkedIn, XING); consumer feedback tools; supplying news and open PR portals; administration of evaluation and test portals

References

