

MARK - MAN

INTEGRATED MARKETING COMMUNICATION



Mark-Man® Case Studies

Strategy, Marketing-Management,
Integrated Marketing Communication

Benchmark Performance.

Integrated Branding

Corporate Branding, Advertising, Sales Literature, Multimedia

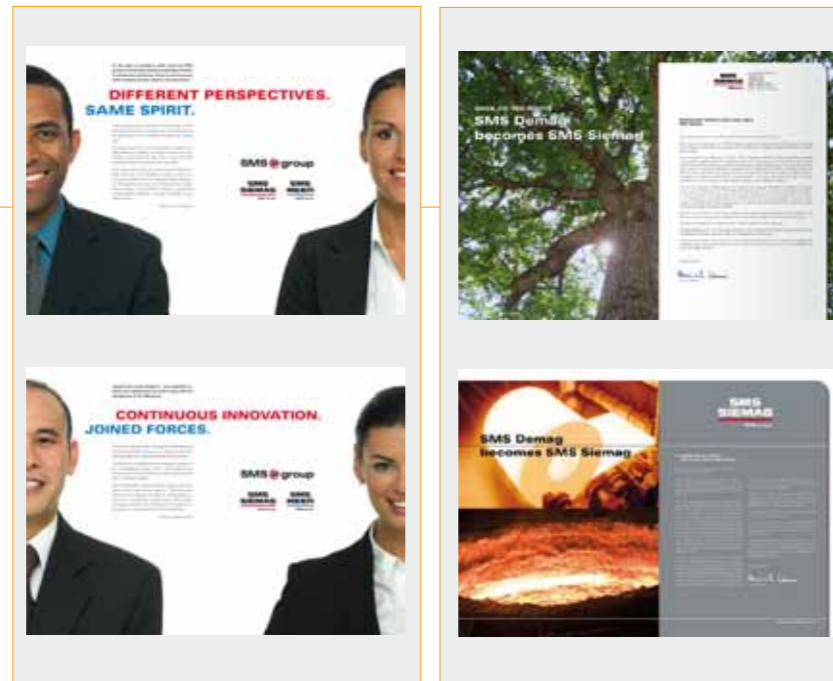
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Integrated Marketing
Communication Concept

Corporate Design and
Brand Strategy Manual
75 Chapters



- Elements**
- Corporate** 
- Corporate Brands
 - Business Area Brands
 - Corporate Design
 - Brand Strategy
 - Business Report
 - Corporate Advertising
 - Corporate Presentation
 - Job Ads Worldwide
- Product**
- Brand Names, Brand Families
 - Sales Literature
 - Product Brochures
 - Photography
 - Advertising
 - Web-based Sales Promotions
- Product Design**
- Plant and Machine Design
- Strategy & Management Support**
- New Corporate Brand Worldwide
 - Change Communication

- Corporate Brands
- Corporate Advertising
- Change Communication
- Business Report
- Web based Promotion
- Sales Literature
- Product Brands
- Plant + Machine Design

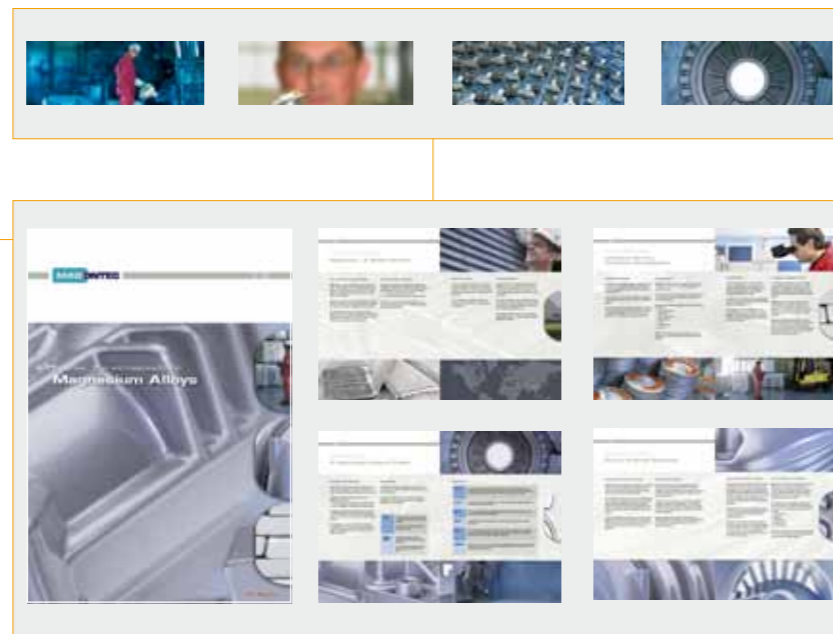
Corporate and Product Branding



Strategy, Branding, Integrated Marketing Communication

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Corporate Branding and
Communication Concept



- Elements**
- Corporate**  
- Corporate Brand
 - International Website
 - Corporate Brochure
 - Image, Design, Visual Language
 - Photography
- Product**
- Product Brands Worldwide
 - Sales Literature
- New Product Launch**
- Brandname
 - Product Design · Package Design
 - Operating Instructions
- Channel Marketing**
- Sales Promotion
 - Public Relations
 - Advertising
 - Product Information
 - Trade Fair Support

- Corporate Brand
- Corporate Brochures
- Photography
- Corporate Website
- Product Brands
- Sales Literature
- Package Design
- Public Relations

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Business Culture

MARK-MAN's central customers are global players in the industrial world. We support them in effectively reaching their marketing and communication goals - on a strategy based level with sharp ideas and continuous care.

Title photo shows an essential tool for an East African shop owner. The cart is used to transport goods to the point of sale at a public beach - driven by muscle power. Even the smallest business depends on strategy, resources, reliability, and inspiration.

References 1989 – 2010

Projects Ulrich Hermanns (Excerpt)

American Axle Germany USA · Bosal Germany Belgium · Calcomp Germany USA · CBC Computar Germany Japan · CellSystems Germany · Délifrance Germany France · Denison Hydraulics Germany USA · Dorint Germany · DSM Germany The Netherlands · Epo Germany · Exact Germany The Netherlands · Hesterberg / Hestal Germany · Ferro Corporation Germany USA · Fresenius Medical Care Germany · Igema Germany · IWO Institut Germany · Magontec Germany PR China USA · Nachi Germany Japan · Norsk Hydro Magnesium Germany Norway · Nederlandse Gasunie The Netherlands · Pintsch Barmag Germany · PSI Laser Germany · SKF Linearsysteme Germany Sweden · SMS group / SMS Siemag Germany · Standox Germany · Tréfileurope Germany France · Trützschler Germany · TRW Germany USA · TT Tractotechnik Germany · UBG Germany · Wurm Germany