

ASSESSING POSSIBILITIES

In the most dynamic environments
only the fittest will survive.

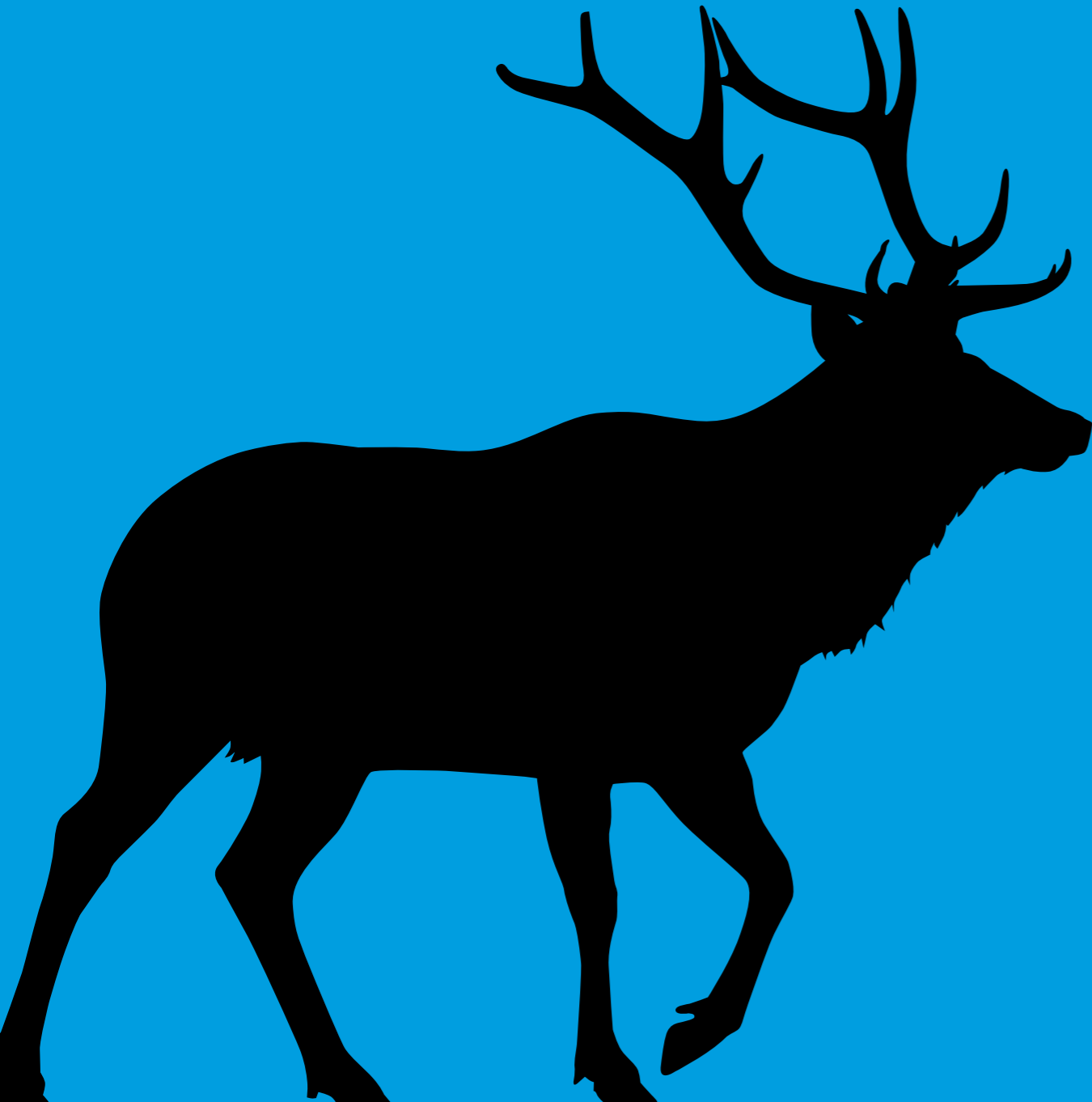


badermedia
The Travel Marketing Company

FOCUSED IN TRAVEL MARKET

INNOVATION LEADER

SALES ALIGNED



The future needs an origin

Bader Media GmbH was established back in 1998. In the beginning, the company focused on refinancing and ancillary revenue projects for low-cost carriers which gave rise to a new dimension of marketing and advertising.

Nowadays, Bader Media is the global specialist when it comes to work intensively with the tourism industry and in the field of marketing, new business areas were developed.

Mission statement

We are passionate about quality and success.
We work with you - not for you - in order to ensure your success.

We are driven by ideas and unremitting in our efforts.
Our approach is marked by integrated thinking and actions which transcend project boundaries. We aim to come up with creative solutions for lasting business success and to build up partnerships based upon trust. We know no bounds and quite simply do more.

Efficient, reliable and precise.
We always set the very highest standards when it comes to our work. We have an objective, careful and concentrated approach and lead the way in all important disciplines.

Our leading position

Bader Media is the global specialist for effective advertising and PR in the tourism sector.

Bader Media's extraordinary power is a result of its high-quality themed areas, high levels of coverage, creative products and unique solutions in niche markets and for mobile target groups.

Bader Media is a leader when it comes to marketing below-the-line channels in the tourism sector and provides exclusive marketing services not only for airlines but also the channels before and after them in the added value chain such as airports, lounges, hotels and hire cars.

Our approach

Our world has changed. Nowadays, people communicate and obtain information in a greater variety of ways and more quickly than they did just a few years ago. At the same time, the media landscape is becoming increasingly complex, whilst the range of different channels available continues to increase exponentially.

Brands themselves are increasingly turning into media providers and are setting up their own media. Anyone who is looking to reach their target group in this exploding media landscape must rise to the challenges it poses - at the right time, via the right channel and at the right location.

We address consumers on your behalf where your brand comes into contact with your target group. We market innovative and attractive advertising and PR spaces along the entire travel chain and in exclusive niche markets which reach a broad target group in an emotional setting. However, we do not stop at providing innovative and exclusive media channels alone.

On the basis of your business strategy, we develop an integrated concept which not only satisfies the needs and values of your customers but also connects your target group with your brand on an emotional basis. As a result, we increase the value of your brand and turn it into an inimitable branded product.

INTEGRITY

PARTNERSHIP

CONFIDENCE

Creating balance through inspired trust.



SUCCESSFUL SOLUTIONS WITHOUT ARTIFICIAL INGREDIENTS



We call it the essence of innovation

Bader Media questions prevailing market fundamentals or gridlocked approaches. With our different thinking we locate synergies between different brands and develop new distribution channels.

Thanks to Bader Media Hugo Boss clients are served with Voss water in the shops, Europcar clients can buy Red Bull and Kombucha in their rental car station, AYK solariums clients can now buy Bionade and duty free clients on board of airlines can buy state-of-the-art products from abroad.

Our media portfolio

Is your target group mobile?

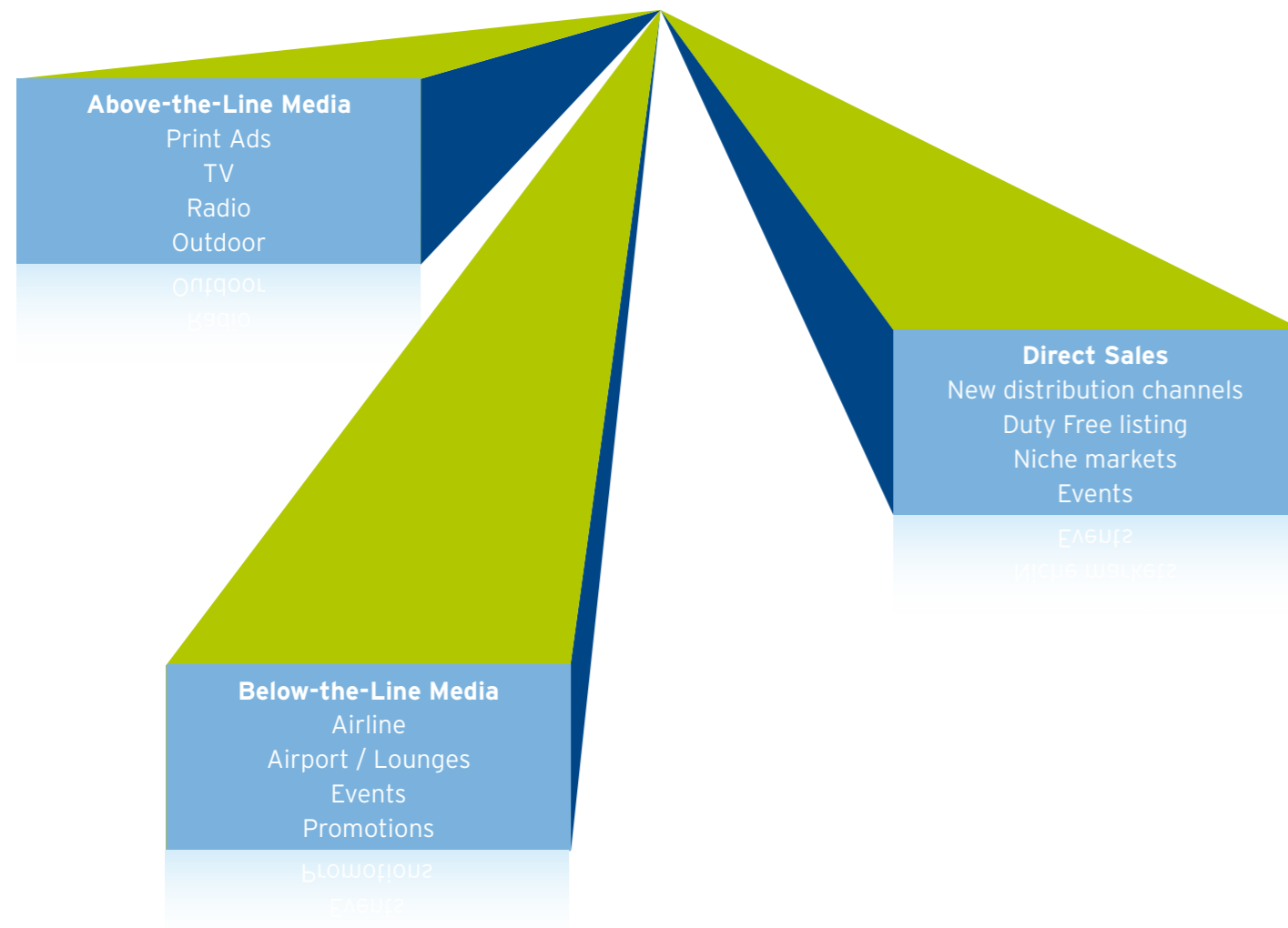
We offer effective advertising spaces for mobile target groups.

Beside classic channels like TV, Radio, Outdoor or Print we offer specifically access to below-the-line channel aircraft with its channels before and after it in the added value chain such as airports, lounges and hotels or hire cars, taxis and public transport.

In addition, agencies and advertisers use our innovative and exclusive advertising vehicles in and around niche locations, e.g. musical theatres or motorcycle events, as ambient media in their media mix.

These media reach their target group in a truly "emotional" setting. Innovative and exclusive media solutions are our passion.

We are active throughout the world on behalf of our clients. We open up new markets, set up new collaborations and develop new products in order to offer you innovative and exclusive advertising and PR opportunities.



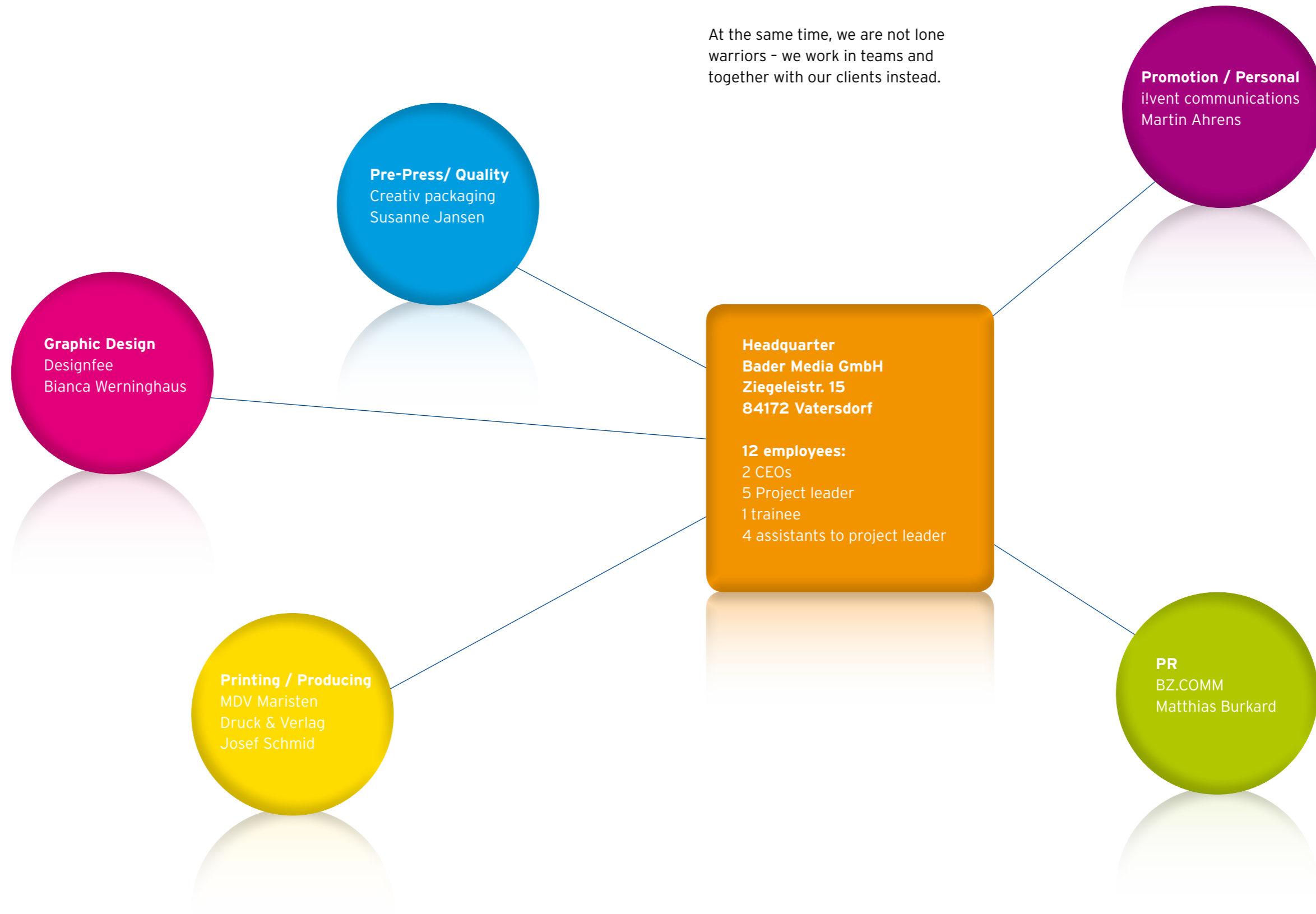
HORIZONS EXPAND

LIMITS DISAPPEAR

THIS IS WHERE INNOVATION BEGINS

STRIVING FOR EXCELLENCE BY DETECTING HIDDEN POTENTIALS

Our competence team

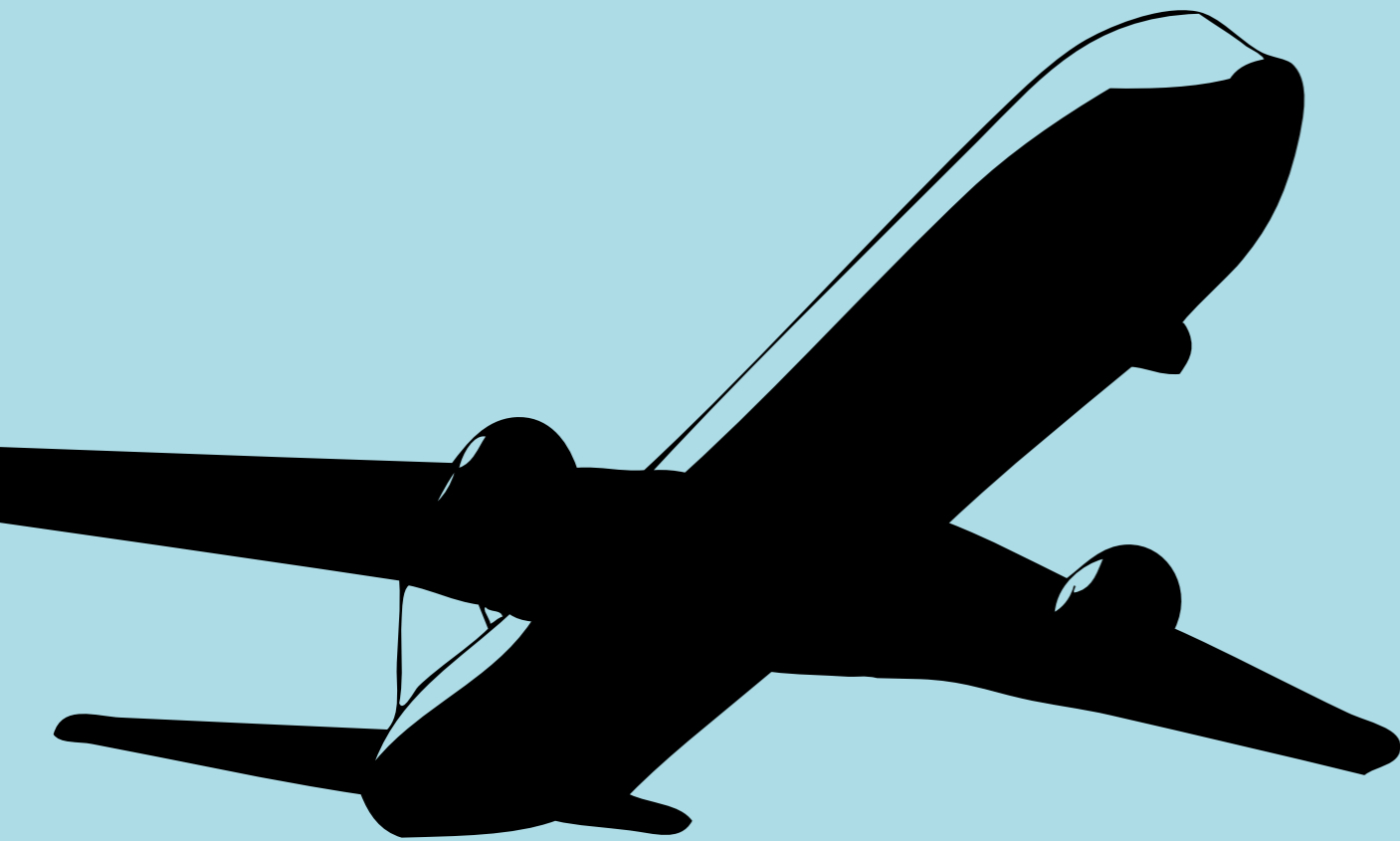


Bader Media GmbH competence network

Every client has the right to an individual solution. Our success is based upon the determination of our staff to ensure that this objective is achieved.

At the same time, we are not lone warriors - we work in teams and together with our clients instead.

CURIOSITY WITHOUT CONSTRAINT AND FOREVER EXPLORING



Our success basis

Planning

The fact that we work with businesses to find creative ways to reach their target groups sets us apart from other companies throughout the world.

We look for suitable settings in which your target group is active. Either classical or below-the-line - we provide a precise and direct route to your customers and ensure the highest possible level of coverage.

In the context of today's media, consumers are being bombarded with a greatly increased number of brand messages.

Brands and products must therefore be cleverly presented and clearly differentiated from the competition if advertising

campaigns are to be effective.

They must attract attention, generate interest, arouse desires and trigger sales. We plan individual and creative concepts which allow you to achieve all of your advertising goals.

Operative implementation

When we deal with your assignment, it is not merely a question of looking for suitable advertising spaces in appropriate settings.

We must also be able to take full account of power, strategies and briefings and to act on this basis.

Our teams come up with targeted, individual solutions and implement them efficiently, reliably and precisely. Working together with our partners, we move people and markets.

Purchasing

The range of services provided by Bader Media encompasses strategic and tactical communication and PR media planning, operative implementation as well as the associated purchasing processes. Thanks to our media know-how in the entire field of international tourism and the entertainment sector, our special marketing partners and our sales volume, we ensure that the various building blocks for your campaign can be purchased efficiently.

We subsequently examine the success of the measures with a view to optimising the success of future campaigns.



Event reference Porsche oldtimer events

Task: Development of 3 exclusive Porsche Oldtimer events within the scope of the Eifel race 2008 and 2009 at Nurburgring and within the scope of Classic Days 2009 in Dusseldorf.

Target: 45 millionaires with their aluminum and synthetic Porsches shall get the opportunity for racing at the famous 'Nordschleife' as well as within the radius of Schloss Dyck and they shall be serviced excellently. All appearing costs shall be refunded.

Actions: In 140 m long tents we created 3 sections - one area for the aluminum Porsches, one for the synthetic Porsches from the 60th and 70th century & beverage stands of well-known brands to care for 150 racers and 200 VIP guests per day.

All events have been refunded through sponsors. 55,000 visitors at 3 races could see the cars and visit the tents.



Below-the-line reference Fujicolor

Task: Development of a below-the-line campaign to increase the turnover of online picture books of Fujicolor.

Target: A campaign through many steps shall brace the picture books of Fujicolor in the relevant set of the target group - leisure travellers.

Action: Beginning from summer 2006 until winter 2008 leisure travellers who travelled by air have been targeted with the picture book advertising and PR over different stations of their journey.

Classic print ads and TV spots at LTU, direct mailings and online banner at LTU and Tuifly have been components of the campaign as well as flyer and coupons that have been distributed through the on board crew and check-in personal.





Above-the-line reference Cirrus Airlines

Task: Cirrus Airlines searches a new and unique concept for on board magazine that suits to their new CI-concept and differentiates from Lufthansa look and feel.

Target: The new on board magazine shall become the new communication tool to the passengers. Moreover the magazine shall refund itself through advertising.

Action: Bader Media develops the Cirrus Airlines ‚Bordbuch‘ - the worldwide first airline magazine in book size, that also can be taken home by the passengers.

The on board ‚book‘ is created as limited edition that is released every 3 months and that refunds itself through advertising and PR ads.

The on board ‚book‘ is perfectly in line with the needs of modern business travellers and presents next to economy success stories also art stories.



Sales reference FC Ingolstadt 04 football club

Task: FC Ingolstadt 04 football club (3rd league) searches for access to big sponsor budgets.

Target: 3 Million Euros should be generated and follow-up to 2nd league should be managed.

Action: Bader Media creates outstanding and exclusive packages with special focus on sales for sponsor partners.

This way of selling sponsor packages in 3rd league football is exceptional and persuades more partners than the traditional way of sponsorships.



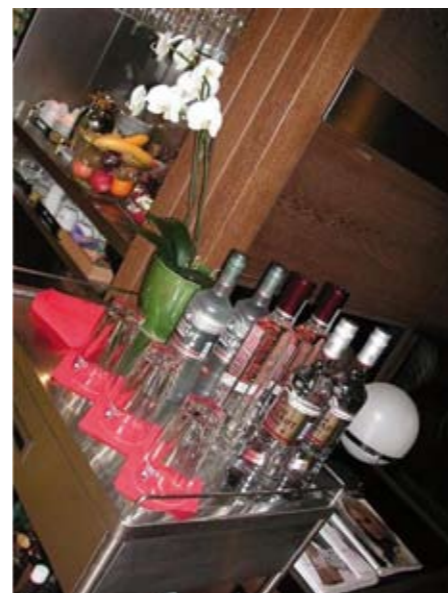


Duty-free reference Russian Standard

Task: Bringing together an innovative and high class product with the premium passengers on board and in the VIP lounges.

Target: Reaching new and demanding customers on board and in the VIP lounges, followed by a duty free listing.

Actions: Placement of 3 sorts Russian Standard premium vodka in VIP lounges in Cologne, Frankfurt, Munich and Zurich, in combination with the distribution on board, followed by the duty free listing.



Promotion reference Wrigley`s

Task: The implementing of a campaign where leisure travellers should be accompanied by the new Orbit sugarfree gum from the booking of the journey till the arrival at the hotel.

Target: To introduce the new products/ flavors of Wrigley`s Orbit through a long lasting campaign over three years.

Actions: Placement of samplings in 350 travel agencies, promotion at 9 airports, 5 airlines and 3 European hotel chains in combination with a raffle.



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KEEP MOVING