

# *WHE Marketing Beratung*



**Wolfgang Ehle**  
YOUR PARTNER FOR  
MARKETING COMMUNICATIONS  
IN GERMANY

# WHE MARKETING



FOUNDED IN 1983

WHE IS PROVIDING THESE MAJOR SERVICES:

- ◆ Strategic Marketing Concepts & Planning
- ◆ Advertising Consulting
- ◆ Public Relations
- ◆ Copy Writing
- ◆ Text Adaptation/Translation
- ◆ Creative Re-Writing
- ◆ International Communications Co-Ordination

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## ADVERTISING CONSULTING

WHE offers all marketing communications related services:

- ◆ Market Research
- ◆ Consulting/Concept
- ◆ Design/Copy Writing
- ◆ Production: Brochures, Ads, Video, Web Sites
- ◆ Media Selection & Placement
- ◆ Full Service & Projects

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## PUBLIC RELATIONS CONSULTING

### Creative:

Press Releases • Articles/Stories • Testimonials

### Operational:

Publication Database • Mail Service • Press Events  
• Localization of Information

### Strategic:

Co-ordination with local affiliates  
Co-ordination with Advertising & Sales

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## COPY WRITING

Specializing in these main areas:

- ◆ Technical & Scientific Information
- ◆ Banking & Finance
- ◆ Tourism & Industrial Development

### **Two main groups of customers:**

- ◆ Industry - needs writer with tech background
- ◆ PR & Advertising Agencies - needing a creative techie

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## TEXT ADAPTATION/TRANSLATION

Special segment of Copy Writing, mainly needed by Multinationals and Agencies with international Networks.

WHE provides German copy as "Creative Re-Writing" rather than translations.

Brochures • Manuals • Ads • Articles • Speeches • Narration • Web Sites

Adaptations can include:

Update or adding of specific national information (tech., legal, ethnic, etc.)

**Direct preparation, page make-up and proofing of DTP files.**

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## UTILIZING TRADITIONAL & LATEST TECHNOLOGIES

To provide the best possible service, WHE uses the latest technologies in design, communications and media - with the traditional and proven quality standards in mind:

- ◆ Macintosh Design and Layout Systems
- ◆ Word Processing based on PC & Mac; virtually all WP formats
- ◆ Communications via Electronic Media; Internet
- ◆ But we also prefer meeting our clients face-to-face, because only this means 100 % communication.

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SERVING THESE INDUSTRIES SINCE 1983:

Chemical

Plastics

Construction

Measurement & Control

Computers & Networking

Travel & Tourism

Industrial Development

Government

Banking & Finance

Telecommunications

# ***WHE MARKETING***



Your Partner in Germany

## **WHE Marketing Beratung**

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And don't forget to visit our Web-Site:

**<http://www.whe.com>**

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**Thank you!**



**Hella Ehle**



**Wolfgang Ehle**