Name: CROSSMEDIA GmbH
Agentur für Mediaberatung

Founded: 1997

Founder: Markus Biermann

Managing Directors: Markus Biermann, Martin Albrecht, Stefan Happe, Armin J. Schroeder, Georg Tiemann

Deputy Managing Directors: Nicole Kreft, Gero Maskow, Susanne te Poel

Network: Independent
Placing Media in 140 countries worldwide

Employees 2018: > 200

Key Clients: Aktion Mensch, Ärzte ohne Grenzen, A.T.U., Brita, Bundeswehr, Conrad, DAK, Der SPIEGEL, ECE, Lanxess, Lavera, LiDL, Mammut, Messe Berlin, Messe Düsseldorf, PWC, Tamaris

Mediamix 2017: TV 40 %, Print 20 %, Online 21 %, Radio 10 %, OOH 78 %, Other 1 %

Worknet: CROSSMEDIA Ltd. London
Martin Albrecht
22 Great Marlborough Street
Soho, London W1F 7HU
albrecht@crossmedia.com
crossmedia.com

CROSSMEDIA Inc. New York
Martin Albrecht | Kamran Asghar
275 7th Avenue - 27th Floor
New York, NY 10001, USA
+1.212.206.0889
martin.albrecht@xmedia.com
kamran.asghar@xmedia.com
www.xmedia.com

TOUCHPOINT GmbH
Creative Media Solutions
Georg Tiemann
Hildebrandstr. 24 D
40215 Düsseldorf
+49.[0]211.86652.481
tiemann@crossmedia.de
www.touchpoint.buzz

BRANDLOCAL GmbH | Geo Intelligence Solutions
Jens Schnückel
Hildebrandstr. 24 E
40215 Düsseldorf
+49.[0]211.40831.217
schnueckel@brandlocal.de
www.brandlocal.de

earnesto GmbH | Social Media & Influencer Relation
Johst Klems
Hildebrandstr. 24 A
40215 Düsseldorf
+49.[0]211.38544.0
klems@earnesto.de
www.earnesto.de
**CROSSMEDIA - The Sexiness of Complexity**

CROSSMEDIA’s mission is to be the most respected media agency alternative in the marketplace. We offer passionate and honest media expertise for demanding clients whose goals are higher than their budgets. We do not sell easy solutions. We help clients make smart decisions to navigate the rapidly changing and ever more challenging maze of modern day media realities. We believe in:

**Independence** – we are accountable only to our clients and their goals. We are the only agency that can prove solution neutral consulting with our annual third-party audited Transparency Report.

**Integration** – we use this freedom to come up with the smartest media solutions to a client’s business challenges. Almost always, this requires thinking and executing across all channels and touchpoints. So we not only think crossmedia - we are.

**Differentiation** – with all due respect to a unique creative message: a media plan must be as unique as the goals behind it to truly drive business and make a relevant proposition to consumers. Can your media plan do that?

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**Services**

Media - Fullservice and more: Holistic and cross-media media consulting, research, buying, monitoring and optimization

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**CROSSMEDIA International:** International and US market full service media

**CROSSMEDIA REDBOX:** Analytics, research and technology

**Nucleus:** Advanced Programmatic

**RedAPE:** Moving image creation

**CrossProductions:** Tools and digital production

**TOUCHPOINT:** Creative Media Solutions

**earnesto:** Social Media, Influencer & Public Relations

**BRANDLOCAL:** Geo Intelligence Solutions

**CROSSKIDS:** Children’s and family marketing

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**CROSSMEDIA GmbH**

Hildebrandtstr. 24A
40215 Düsseldorf
+49.[0]211.866 52.0
+49.[0]211.866 52.200 fax

Büro Berlin
Kohlfurter Str. 41/43
10999 Berlin
+49.[0]30.616 57 08.0
+49.[0]30.616 57 08.9 fax

Büro Hamburg
Gaußstraße 134-136
22765 Hamburg
+49.[0]40.334 611.0
+49.[0]40.334 611.999 fax

info@crossmedia.de
www.crossmedia.de