

**Does transparency bring benefits?**

If so, **which ones?**

Does **independence** really lead to **better mediaplans?**

Why does **CROSSMEDIA** also call itself a „**client agency**“?

How does **integration** really work?





**Advertising** is not easy.

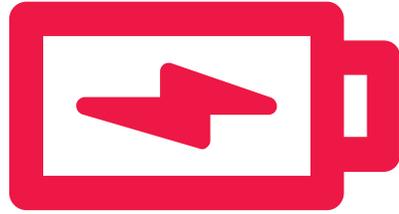
**Target groups** are not easy.

**Getting noticed** is not easy.

**377** daily papers, **27** weekly papers, **866** magazines, **20** radio stations broadcasting throughout Germany, over **400** regional stations, over **30** television stations with advertising programs - excluding digital services and Pay TV - that's the German media landscape at the beginning of the 21st century.

Over **6.000** advertising messages reach the consumer every day.

**Hello, anybody there?! How can you still hope to get through to your target groups?**



> **Hi, we are – CROSSMEDIA.**

After CROSSMEDIA was founded in **1997** as the first pure online media agency, it quickly developed into what it is today – a **full service media agency** which does not only plan all communication channels, but also integrates them in an effective and efficient way.

Today CROSSMEDIA is **one of the largest network-independent owner-run media agencies** in the market. The agency is managed by Markus Biermann, Martin Albrecht, Matthias Bade, Stefan Happe, Gero Maskow, Armin J. Schroeder, Georg Tiemann, Nicole Kreft, Sebastian Schichtel and Susanne te Poel. CROSSMEDIA employs over 400 members of staff across seven offices in Germany, the USA as well as the UK.

> **What we stand for.**

Since the beginning, we are known for **media consultancy that makes a difference**. We use the full scope of the media landscape which is undergoing radical change, and develop communication for consumers whose media usage behavior is changing just as radically.

Our independence is an indispensable prerequisite for **media-neutral consultancy**. This is an area where we are exclusively **committed to our clients' objectives**. The proof of this commitment lies in our **Transparency Report**. Our processes today are already adapted to the **market of tomorrow** and meet all the criteria for strategic, fiduciary-based consultancy.

Share your objectives with us – we love a good challenge. We promise to bring our passion an eye constantly focused on the **best solution**.

**CROSSMEDIA. THE CLIENT AGENCY.**

> Our position.

CROSSMEDIA is dedicated to “value-creating growth”. **Corporate independence** should make a conscious and active decision to consistently qualify interesting people, new expertise and areas of business, which do justice to our claim of developing **integrated communication logistics**.

## INDEPENDENCE

Our independence is manifested on the one hand by the establishment of our Hamburg office, CrossPR, the companies Touchpoint in 2006/7, earnesto in 2010 and BRANDLOCAL in 2016 and, on the other hand, by our firm commitment to transparency. This makes CROSSMEDIA the only media agency in Germany which **rejects the wholesale model** and, in complete contradiction to it has resolved to look after its clients **on a fiduciary principle**. CROSSMEDIA sees itself as being exclusively committed to the objective of its clients, not those of the media. This stance allows us to provide customized, **objective and media-neutral consultancy services**.

## TRANSPARENCY

In living up to its claim of transparency, CROSSMEDIA also undergoes an annual **external audit by an auditing firm**. The result is our **Transparency Report** which is sent to our clients every year.

The audit examines whether all of the benefits granted by the media or the purchasing companies used have been **properly passed on to the client**. Furthermore, all executive employees swear under oath that they have not accepted any benefits from third parties. The extent to which the agency (incl. all worknet agencies) is acting for media or marketers is also disclosed.

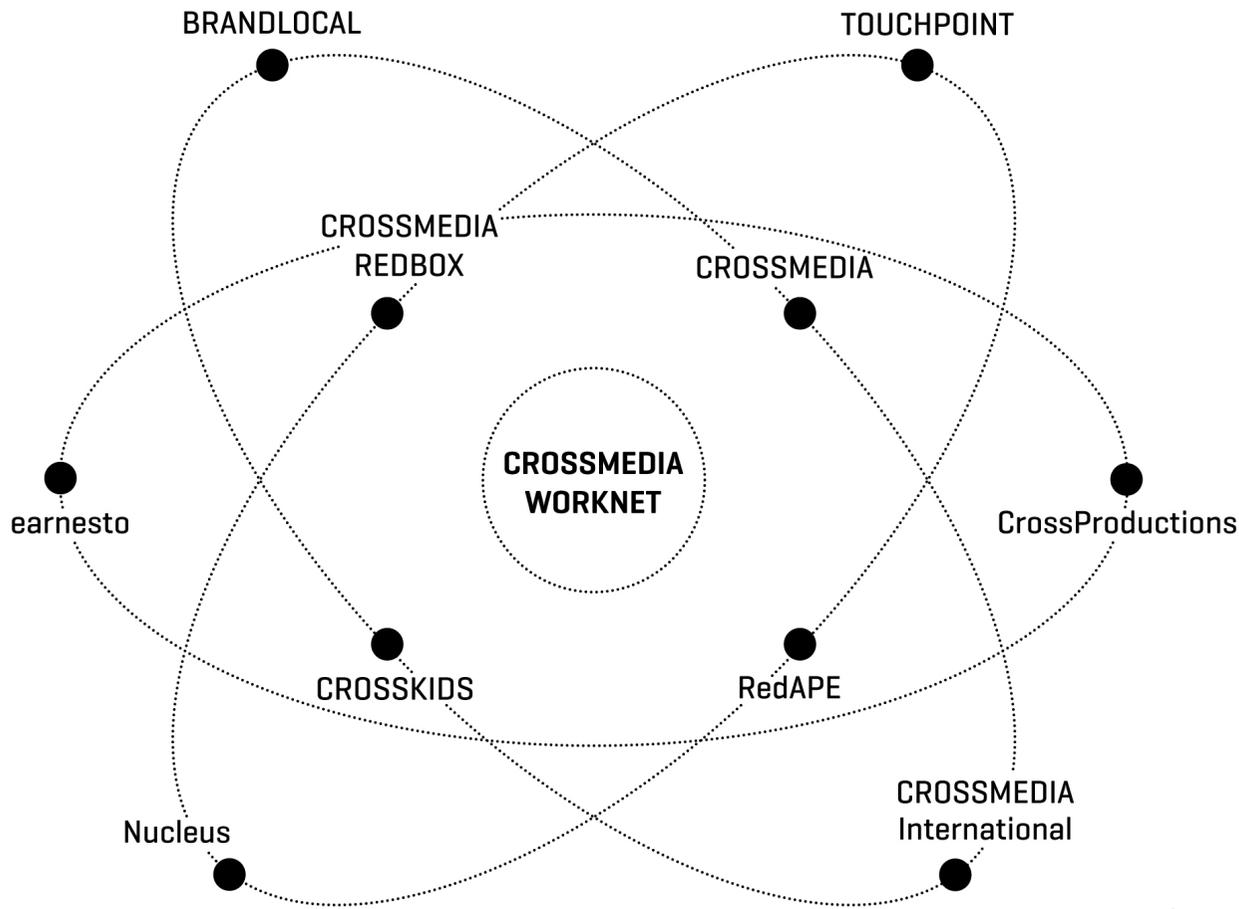
This overall structure today provides CROSSMEDIA with the de facto opportunity to offer **integrative, holistic communication logistics** which go far beyond mere media contact. For the client, the benefit lies in **better communication services, greater vibrancy, and more differentiation**.



### CROSSMEDIA's model: The best of both worlds:

#### The best strategy, intensive consultancy services + the best terms.

Independence is not simply the “cherry on the cake”. Independence is a mandatory requirement for the best strategy, goal-oriented communication and integrated concepts. That is why CROSSMEDIA already decided back in 2001 to put an end to bulk purchasing. Since then, we have contracted Aegis Media to handle bulk purchasing [e.g. for TV] and can thus offer the best terms. This separation means that our advice on how media funding is used can once again be the way it should be: Planning controls the Buying – and not the other way around.

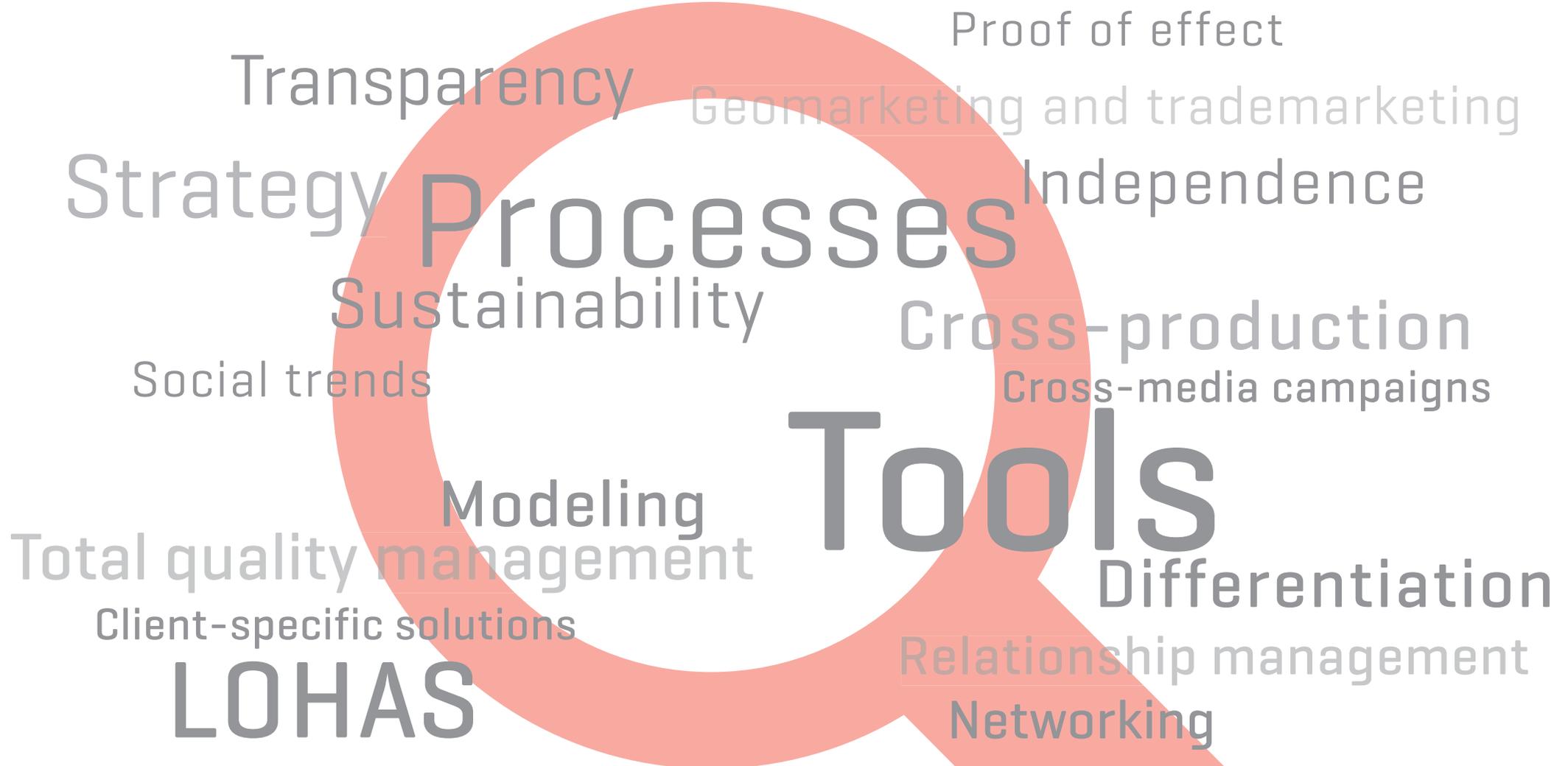


A **unique service spectrum** has developed out of our claim of turning contacts into relationships: With CROSSMEDIA's in-house management consultancy services in the areas of **research, analytics and technology, creative media solutions, media full services, digital & viral, social media, influencer and public relations, geo intelligence solutions and international media management**, we can offer you comprehensive and integrated communication solutions from a single source, and also guarantee you the **best possible level of networking**.

> Our range of services.

> Authenticity? Passion?  
Spirit and Success?

**What are you looking for?**



Talk to us. >



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