

## Profile

### Who we are.

Durian GmbH is an agency for publicity, public relations and marketing conception. As a specialized agency, editorial office, and publishing house it can competently cope with any task in these areas. What is going beyond this scope will be tackled together with our network partners.

Durian stands for *management and realization of (order) communication*.

### What we do.

- Public relations
- Marketing conception & creative strategies
- Corporate publishing
- Classic press relations
- Editorial work
- Press/media services
- Social marketing
- Media cooperation
- Opinion survey and research
- Fundraising
- Website conception & building
- Workshops (marketing, communication, PR)

### Our status quo. (updated 04/2009)

Durian GmbH was established at the beginning of 2003 by Frank Oberpichler. The founder had previously managed a classic advertising agency with a main focus on B2B communication for more than ten years. Before that, he had finished his German language and literature studies with an M.A. (Master of Arts) degree at the Gerhard-Mercator-Universität (today Universität Duisburg-Essen).

Currently, a team of seven permanent employees and of five freelancers are employed.

### Our customers.

Durian GmbH attends to customers from all industrial sectors, as well as from social economy and culture. The main focus is laid on the domains of logistics, social work, administrations and institutions, power industry and engineering, materials technology, real estate industry and healthcare.

# Durian

Public Relations & Redaktion

## **Our location.**

Durian GmbH is located in the centre of Duisburg, the interface between Lower Rhine and Ruhr area and thus in the heart of Europe's largest economic area.

## **Our network.**

Durian GmbH has access to a fully developed network of editors, copywriters, journalists, designers, illustrators and comic-strip artists, film and photo experts, audio technicians (live and studio), programmers (web and data base), etc.

## **Our philosophy.**

Publicity/public relations is essential in all social areas to become noticeable and to optimize communication sequences.

»If people speak well of you we know we've done everything right.«

## **Our positioning.**

»Durian – your publicity partner«