

in brief.

boy

STRATEGIE UND KOMMUNIKATION

Positioning

boy is an agency for strategic planning and communication. We offer advice and support in matters of branding and strategic communication to national and international B2B companies and organisations. Our focus is on content. Our strength is our awareness of your particular requirements – questioning is our most important tool. This is how we develop successful communication for our clients.

Facts

Founded in:

November 2001 by Bärbel Boy

Type of company:

Sole proprietorship

Management:

Bärbel Boy – *Strategy*,

Oliver Boy – *Creation*,

Stefanie Giese – *Project management/Consultancy*

Permanent employees:

17 (as per November 2008)

Memberships and associations:

boy is a member of Zukunftsinstitut von Matthias Horx
(institute for future studies)

boy is a member of Forum Corporate Publishing

Bärbel Boy is the chairwoman of Account Planning Group
Deutschland (APGD)

Portfolio of services

Strategy

Qualitative market research

Trend research

Target group analysis

Market-oriented communication analysis

Positioning

Brand analysis and development

Corporate identity analysis and development

Brand

Brand model
Core idea, Core message
Communication model
Media architecture

Communication

Corporate design

Copywriting, corporate language, editing,
content management

Corporate publishing, internal communication

Campaigns

New media

Events

Workshops/seminars

Key areas of activity

Traffic/Local transport

Comprehensive services for local transport in Schleswig-Holstein (LVS) since 2001, campaigns for local transport providers Nord-Ostsee-Bahn, Hamburger Hochbahn and Veolia Transport, strategic consultancy for the Transportation division of Bombardier, Vienna/Berlin since 2008

Energy/Renewable energies

LaMont Group – energy from biomass, White Owl Capital – sustainable investments, comprehensive services for Energiestiftung Schleswig-Holstein up to 2003 including Europe’s hitherto most successful energy efficiency campaign (“off. really off?”) according to the Emnid opinion research institute

Town / Location marketing

Survey for Kiel as a business location, 2003, marketing campaign for the Land of Schleswig-Holstein as a business location, 2004, research on regional brands and Germany’s North, 2007, town marketing campaign for Braunschweig, 2007 and Hameln, 2008

Medicine/Medical technology

DrägerMedical, Söring Medizintechnik, Uniklinik SH

Public affairs, Social marketing

Brand campaign for pro familia, 2004, development of a new branding for North Elbian Evangelical Lutheran Church, 2007

Current clients (August 2008)

International:

- Alltec Laser Technology, Selmsdorf (Germany)
- Bombardier Transportation, Vienna/Berlin (Austria, Germany)
- Dexion Lagerlogistik, Laubach/Halle (Germany)
- Dräger Medical, A Dräger and Siemens Company, Lübeck (Germany)
- FLS Fuhrpark und Logistik Solutions, Kiel (Germany)
- Oerlikon Neumag Textilmaschinen, Neumünster/Pfäffikon (Switzerland)
- Söring Medizintechnik, Quickborn (Germany)

National:

- Anselm Bilgri, München
- HMT Hameln Marketing und Tourismus, Hameln
- La Mont Energy, München/Berlin
- pro familia, in Schleswig-Holstein and other German federal states
- stadler/heinle/schott – Corporate culture consultancy, Munich
- Veolia Transport, Berlin
- White Owl Capital, Berlin

Schleswig-Holstein:

- Baltic Horse Show, Kiel
- Fahrenkrog travel agency, Kiel
- FEINHEIMISCH – Pleasure from the region, Stein
- Lernwerft – Club of Rome Schule, Kiel
- LVS – Landesweite Verkehrsservicegesellschaft, Kiel
- My Way. The public transport in SH, Kiel
- North Elbian Evangelical Lutheran Church, Kiel/Hamburg
- NOB Nord-Ostsee-Bahn, Kiel
- Uni-Klinikum Kiel: Kiel School for Gynecological Endoscopy, Kiel
- WBGSH – Wohnungsbaugenossenschaften SH, Kiel
- Ministry of Economic Affairs
Federal State of Schleswig-Holstein, Kiel
- Business Development and Technology Transfer Corporation of Schleswig-Holstein (WTSH), Kiel

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