

## juicy pool. communication

### Agency Profile

Stand: December 4, 2008



juicy pool is a full-service communication agency for those who look for an imaginative and spirited public relations performance profile and effective image transfer.

With offbeat communication processes and a passion for content, juicy pool represents up-to-dateness, innovation, dynamics and individuality.

### Focus on Creative Industries

Our hearts beat for design, fashion, architecture, culture, art, music, film and much more. An authentic examination of projects relating to these fields and an inspired work atmosphere brought about our specialization and focus on the needs of the creative industries.

### Many Years of Experience – a Broad Spectrum of Services

Since 1994, juicy pool has successfully created realities for different dialogue groups. The team designs and implements communication strategies by means of sensibility, credibility and content appreciation. As part of the profile, juicy pool uses classical PR measures, online marketing and web sites, coaching and workshops, guerilla and direct marketing as well as events and creative talent competitions.

### Focus on International PR

We operate on national and international level and communicate in German, English, Italian, French and Russian.

[www.juicypool.com](http://www.juicypool.com)

[www.designbar.at](http://www.designbar.at)

Executive: : Beatrix Roidinger

T: +43-1-481 54 54/20 | E: [beatrix.roidinger@juicypool.com](mailto:beatrix.roidinger@juicypool.com)

juicy pool. communication | jürgen bauer keg | Sprengersteig 21 • 1160 Vienna • Austria

## Services

### Marketing and PR Strategies

Plausible strategies combining marketing and communication according to the individual client's needs are our specialization. Ranging from direct marketing to guerilla marketing, whether classical or atypical, we figure out which strategy fits you best.

### Media Relations National & International

Media form important environments for many systems and often enable the realization of projects and products in the first place. We relate our clients' messages to more than 5,000 journalists worldwide. The addresses we collected are categorized according to 80 assorted keywords. For every press release, an individual, customized – often even handpicked – distribution list is generated. We have maintained a close contact to a lot of journalists.

After hundreds of press releases, countless press conferences and journalist talks, we are on familiar ground in dealing with the media and their support when they turn information into an article.

### Online Marketing

The public sphere is more and more extended into the internet. This particularly applies to the field of the creative industries. Twitter, Podcasts and Social Bookmarking are no longer double Dutch to us. We have an eye for the blogs, platforms and e-zines relevant for each of our clients. We know how to digitally complete analogue company strategies in a sensible way, and we are also looking forward to web 3.0 and 4.0.

We develop newsletters which are actually read and help our clients to build communities for them. The web offers an vast abundance of possibilities. Our task is to perform a selection according to the relevant target groups, to set priorities and to use the appropriate communication channels.

### Development & Design of Websites

Your investment in a successful internet presence is well looked after at juicy pool. Because we love the internet and we work with it day after day. And that is why we are so critical: click and gone – when a website is not suitable or too troublesome. We guarantee that will not be the case when it comes to the websites we develop.

We take over the conception, writing and programming, the ongoing supervision of content as well as the design of your website. At this, we join our forces with the best web graphic designers and programmers.

### Coaching & Workshops

Before we start with the communication task, various issues have to be resolved and established. For this, we have developed different workshop formats in order to track down the principle questions.

Amongst other issues, we work out your position, your visions and goals, analyse strengths and weaknesses, highlight the teambuilding process and go along with all the changes.



Sometimes, this investment in an accompanying reflection before making long-term decisions pays off. By means of analogous methods and our systemic view, we discover hidden resources, support the decision making and make possible a holistic comprehension of topics and issues.

## Corporate Design

As part of the Corporate Identity, we develop the suitable outfit for our clients and their projects:

- logo
- office equipment
- folders
- posters
- booklets



## Competitions

Creative competitions present an equal chance for both contractor and invitees. They offer the contractor multifaceted options to create a public presence and ensure an image transfer within the relevant dialogue groups. At best, the presentors will gain an appealing reward as well as PR.

In the last couple of years, we were able to gather experience in the concept development and implementation of competitions. In this field, we also operate as a full-service agency. We develop an entire CI for the competition, look for an adequate jury, communicate the call for tenders, host the jury meeting, control the manufacturing process and arrange the presentation event.

## Event Management

It all started with events 15 years ago. That's why we are professionals in the field of event management - from huge parties to small but nice celebrations. We draft, plan, design and programme wholeheartedly, always adapting to the overall communication strategy.

In 2008, we launched a separate unit for handling, technology, catering and music: [designbar.at](http://designbar.at)



## Clients and Projects (Selection):

### Fashion

#### // AUSTRIANFASHION.NET

The communication and information platform AUSTRIANFASHION.NET has useful news and analyses for national and international fashion friends in store. This independent portal is aimed at spotlighting the Austrian fashion scene within the public interest on a national and international level. For both fashion designers and producers, AUSTRIANFASHION.NET additionally offers a chance to exchange industry-related information and a platform for discussions and contributions.

Assignment: press relations / online marketing  
Period: since 2008  
[www.austrianfashion.net](http://www.austrianfashion.net)



Image AUSTRIANFASHION.NET  
Photo: Michael Duerr

#### // MODEPALAST 2009

The by now successfully established fair for fashion, jewellery and accessories in Vienna's MuseumsQuartier is a mecca for fashionistas. In April, more than 80 national and international labels present themselves in the quartier21/MQ. There, the whole range of fashion from Street Couture and Urban Wear to High Fashion is displayed. Fashion shows, award ceremonies, parties and side events all over town top this fashion event off.

Assignment: national and international PR  
Period: since 2006  
[www.modepalast.com](http://www.modepalast.com)



The Modepalast  
Photo: Thomas Auer

#### // modus vivendi

Fashion from modus vivendi stands for garments as a way of life and feeling at home. The articles of clothing - classy but nevertheless suitable for everyday use - are mainly handmade knitwear. Trousers, blouses and other garments that are made of fabric - partially combined with knitted hoods - complete the collection.

Assignment: workshops / consulting / general PR  
Period: since August 2005  
[www.modusvivendi.at](http://www.modusvivendi.at)



Fashion by modus vivendi  
Photo: Ulli Koscher

## Design

// Bombay Sapphire

Bombay Sapphire is one of the most successful international premium gins. For several years, the brand has been very active in the design and art world and joins forces with prestigious designers such as Tord Boontje, Yves Béhar or Karim Rashid. Bombay Sapphire supports the national and international design scene in terms of manifold co-operations and contests. The Bombay Sapphire Cocktail Bar, resulting from the design competition "Mobile Bar", is deployed at many events throughout Austria.

Assignment: PR / scene marketing / competitions

Period: since 2005  
[www.bombaysapphire.com](http://www.bombaysapphire.com)  
[www.glasscompetition.at](http://www.glasscompetition.at)

// VIENNA DESIGN WEEK

The label VIENNA DESIGN WEEK assembles a number of top-class institutions and protagonists from the fields of product design as well as partners from the economy. Designers are linked to design producers. The annual VIENNA DESIGN WEEK sharpens the perception of design, conveys different approaches and above all wants to make design attractive for everyone.



Passionswege-Installation by Maxim Velcovsky at Lobmeyr, VIENNA DESIGN WEEK 2008  
Photo: kollektiv fischka.com

Assignment: national and international PR  
marketing / conception and implementation of the website  
Period: since 2007  
[www.viennadesignweek.at](http://www.viennadesignweek.at)

// Wiesner-Hager

What began as a construction joinery, has evolved into one of Europe's most renowned companies for office architecture over the years. Today, Wiesner-Hager stands for innovative concepts, emotional design that orients itself by human beings and a high product quality of office furniture and equipment.

Assignment: general PR / focus on professional public for architecture design competitions  
Period: since 2007  
[www.wiesner-hager.com](http://www.wiesner-hager.com)



The general Corporate Design concept of the Settee Design Competition was from juicy pool  
Photo: Christoph Nardin

// Light Insight

Light Insight effectively stages light as design element: coloured light panels present themselves as lucent visible surfaces that can be adjusted by remote control or manually as at least two separate LEDlight sources. In a mix of red, green and blue light, the colours melt into a homogenous flow or a dynamic wave of colours.

Assignment: general PR / consulting / scene marketing with focus on expert audience architecture  
Period: since 2008  
[www.light-insight.at](http://www.light-insight.at)

Executive: : Beatrix Roidinger

T: +43-1-481 54 54/20 | E: [beatrix.roidinger@juicypool.com](mailto:beatrix.roidinger@juicypool.com)

juicy pool. communication | jürgen bauer keg | Sprengersteig 21 • 1160 Vienna • Austria

**Architecture**

// Wonderland 2008 - 2011

Wonderland is a platform for architecture that started in 2004–2006 with a travelling exhibition of the same name (likewise looked after by juicy pool). The second phase from 2008-2011 also carries the basic idea of international exchange. Enabling cross-border collaboration in concrete projects and their realisation in Europe is the goal. The mission for the established and the new teams claims "Make projects happen".

Assignment: international press relations  
 Period: 2008 – 2011  
[www.wonderland.cx](http://www.wonderland.cx)

// Federal Chamber of Architects and Chartered Engineering Consultants (bAIK)

As a legal lobby group, the assignment of the Federal Chamber of Architects and Chartered Engineering Consultants is to attend to and foster the professional, economic and social interests of architects and engineering consultants withing a local sphere.

Assignment: general PR / website relaunch / folders, texts  
 Period: since April 2007  
[www.arching.at](http://www.arching.at)



**Art/Culture**

// viennaartweek

When 25 distinguished Viennese cultural institutions join forces to create a special programme, it is time for the viennaartweek. This year, from November 17 to 23, heads of the international art and museum scene came together for the 4th time to debate at panels and visit the studios of numerous artists.

Assignment: national and international press relations  
 Period: since 2008  
[www.viennaartweek.com](http://www.viennaartweek.com)

**Multimedia/Film**

// equalizent Schulungs- und Beratungs GmbH

Since 2001, equalizent, a training and consulting company, realises projects concerning and conducted in sign language. The company, acting independently since March 2004, maintains its headquarters in Vienna and has already won several national and international awards, e.g. the European Official Seal for Innovative Language Projects. equalizent is the first commercial translation bureau for sign language and is considered the major competence centre for sign language in Austria.

Assignment: Sign Language Guide (museum guide for deaf people): strategy, coaching, folder, website, acquisition documents, press relations  
 Period: since 2008  
[www.equalizent.com](http://www.equalizent.com)