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Online-Games • Fun Marketing

advertisement

The Marketing "Game"

MdA Business Communications has a "playful" partner: Businessgames. They develop exclusive online games according to individual requirements. It's another way to catch attention! An attractive and fast-loading game is an effective way to attract surfers' attention – and keep it! It's a proven way to get a message across in an easy-to-take form. We tailor-make the game to the content and character of your enterprise or institution. This includes product placement, educational or instructional content, or establishment of corporate logos or other visual devices.

Check the sample online game on our own website

learn by playing

messages through games

Learning is most effective when done in a game scenario. Games for Brains is an especially useful tool here. Our didactic concepts are geared to the desired educational results. Why not consider it for your organization?

E-Learning • TrainOnline

Build your own corporate e-university

The development of multimedia educational content: That's our territory! For example, we develop educational content in the form of multimedia training programs that include corporate structure and operational-specific seminars, customized for your Intranet. On the bottom line: we can handle the entire continuing education and training needs of your organization. Ask for our special e-learning brochure, or check our website.



Francis de Andrade
CEO

Affiliates:

BUSINESSGAMES
Spiele für Firmen-Websites & Web-Animationen

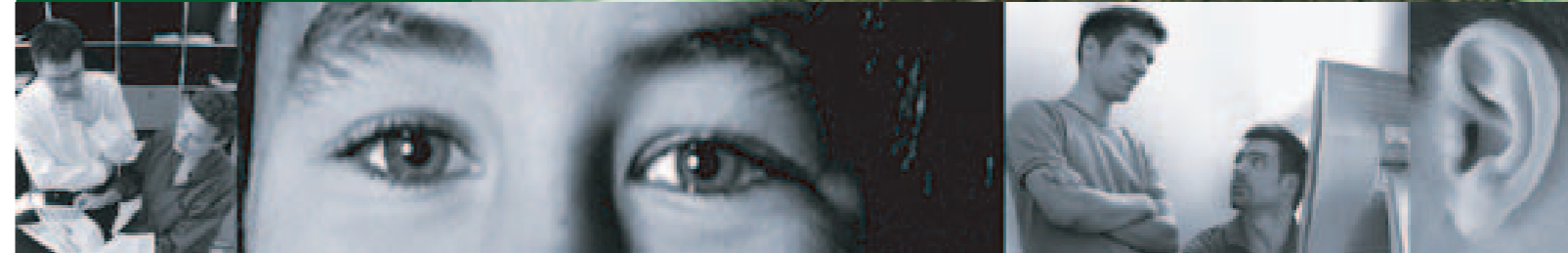
IMAGINATION
Branding & Werbeagentur

MdA
BUSINESS COMMUNICATIONS

MdA
BUSINESS COMMUNICATIONS

We take a good look at
what it is you want
to communicate
...from the outside.

understand



take aim



score

... Taking your communication seriously ...

- ... Tailor-making communication in advertising, PR and branding for the specific group you have in mind
- ... Interactive medium-specific conception, structuring, texting and graphics
- ... Powerful, clear language straightforward design, attractive visuals, familiar symbolism, clear metaphors

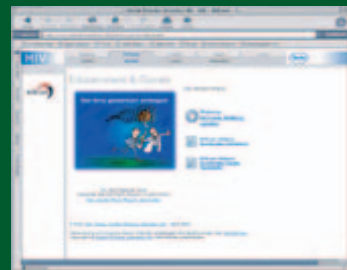




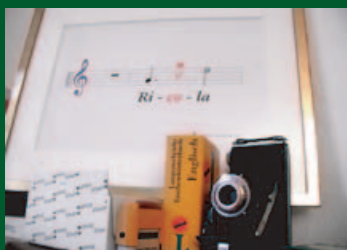
The Hermann Herzer Foundation with its unmistakable CIVI



Novartis Family Day 2001: A complete success



HIV information website won Medical Tribune award 03/01



Der Ricola Jingle known around the world



... Who we are

MdA stands for Multi Media Development Associates. We bring together the talent, experience and expertise of the advertising agency, IT development, and business-oriented media consulting - all under one roof. But MdA is a multimedia agency that still knows how to work together with classic advertising media, too. MdA is owned 100% by its active partners. MdA is project-oriented, and works together with a several specialist partner-companies.

... MdA Services

- Advertisement or informative communication in printed or animated form
- Consulting and realization of brands and CIVI
- E-Communication (Corporate Sites, Business Development, Marketing Solutions)
- E-Commerce (Brand Promotion, Customer Compliance, E-Shops)
- E-Learning (Computer und Webbased Training, Infotainment, Simulations)

The Word

Text and Narratives

Speak little, but say much. Transmit values in clear messages that impress the subconscious. Many people don't read in sentences – they read between the lines.

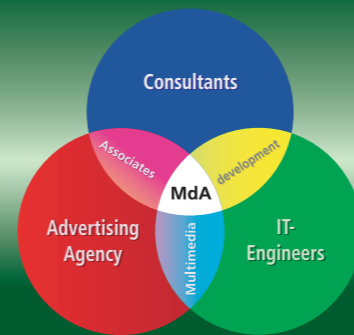
Creativity – the power of ideas – combined with enthusiasm and pleasure in one's work is the best recipe for success in the proliferation and differentiation of brands and enterprises..

Logos

Branding, Slogans and Jingles

The logo is usually the very first visual corporate or product message that that potential customer encounters. The quality and performance of an enterprise are associated with that symbol.

A powerful logo increases the chances of future recognition in the marketplace. We will create a distinctive, individual logo for you, and take over the job of creating a visual corporate brand as well. In addition to visual devices, we'll handle the key verbal and acoustic issues: slogans and jingles.



clarify



understand

We are goal-oriented:

- Your success is our success
- For us, the word quality goes beyond satisfying, and even surpassing, the client's expectations. It also means keeping to agreed schedules and budgets, as well as top-quality follow-up service..
- Communication means building up and maintaining interpersonal relationships. Communication is more than professional competence. It's the chemistry of understanding that is that special plus. We have it. Try us out. Give MdA a call.

promote



By the way: The MdA Website recieved the Bertelsmann "mondus prize" for content relevance.



Concepts • From Inspiration to Presentation

Marketing

Effective marketing is based on three factors: the best possible product, honest information, and convincing added value. Behind that artificial term market are real people. People with expectations, desires and needs. It all begins with a clear strategic concept. Based on your goals, we consider which idea and message is most suitable for the job at hand and the target group in question. You can count on us, from planning to realization..

Graphic Design

Creative Visuals

Pictures can only convey a powerful message if the association is clear and unambiguous. We create unforgettable graphics that will do justice to your product or intent, as well as to your target audience

Websites

We'll get you there

Gain customers through a clear Internet concept. Many Internet surfers leave a website as fast as they find it. Among the reasons: it's user-unfriendly, it's navigation is complicated, the visuals don't clearly relate to the subject or content, or loading is frustratingly slow. Key words here: structure, layout, navigation.

The secret of a good website is clarity and transparency. Our website concepts are based on ergoSite® Standard – ergonomic web design, based on the experience of real-life, everyday web surfers. We build websites the way an author writes a good book.