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# Agency presentation

PRFACT



## WHO WE ARE

PRfact AG is one of the leading Consumer Relations agencies in Switzerland.

Our core competence is strategic development of sustainable relationships between companies / brand / product and the different reference groups.

[+ About us](#)

## WHERE WE ARE ACTIVE

From the very beginning, we have considered ourselves a strategic implementer for companies for the consumer goods, luxury and lifestyle areas.



[+ References](#)

## WHERE WE COME IN

PRfact stands not only for professional brand and product PR, but also for innovative and cross-discipline off- and online communications measures.

[+ Services](#)



## HOW WE PRESENTATE YOU



We are one of the few Swiss agencies with a sample showroom for our customers' collections.

[+ Showroom](#)

## WHAT WE COMMUNICATE

Media change, new technologies and multipliers, as well as the changing communications behaviour of consumers require additional ways to place the messages.

Soon, the PRfact Media Newsroom will be created here; it will be available for use by our customers as well.

[+ Newsroom](#)

## ABOUT US

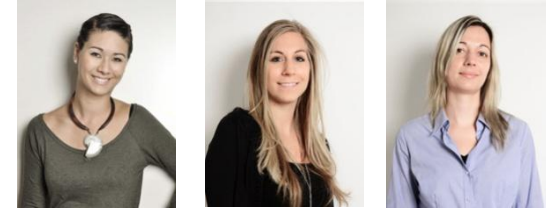
### Principle

PRfact AG is one of the leading Swiss Consumer Relations agencies.

Our core competence is strategic development of sustainable relationships between companies / brand / product and the different reference groups.

PRfact stands not only for professional brand and product PR, but also for innovative and cross-discipline off- and online communications measures. From the very beginning in June 2000, we have considered ourselves a strategic implementer for companies for the consumer goods, luxury and lifestyle areas.

Our network with media, scenes and testimonials enables simple access to message mediators.



**CONSUMER RELATIONS**

The main target of our work is strategic creation of sustainable relationships between company / brand / product and the different reference groups. To build these relationships, we are offering a number of interdisciplinary off- and online-communications services.

All of these measures together are considered consumer relations by us, because they positively influence the brand's image and familiarity of consumers with the brand.

**Public Relations**



**Social Media**



**Events**



**Cooperations**



**Marketing**



**Network**



## CONSUMER RELATIONS

### Public Relations



Public relations and electronic PR (ePR) for brands and products are our core competences. With off- and online media public relations, we achieve familiarity, trust, acceptance and believability.

With customer-specific media newsrooms, we simplify research for media creators.

### Social Media



Social media marketing offers our customers the option of becoming a medium themselves and of building a network of relationships that reaches the reference groups directly. We design measures, contents and perform content management.

### Events



To present company and product-related communications contents directly and straightforwardly, we design experience-oriented events (B2B and B2C), promotion and guerrilla measures. Depending on size, we either implement them ourselves or make use of the experts from our partner agencies.

### Cooperations



Cooperations are sensible when bundling of competences and / or resources can coordinate different targets with joint activities.

To enable our customers to make full use of potentials, we research possible partners and design integrated measures to communicatively use the cooperations.

### Marketing



Our core competences are in the services described in the Consumer Relations section. We will gladly consult our customers for further measures and assume creation and / or project management tasks for integrated concepts.

In the graphics and web areas, as well as for events, we make use of the experts from our partner agencies.

**SHOWROOM**

We are one of the few Swiss agencies with a sample showroom for our customers' collections. It is visited regularly by journalists and stylists who are selecting samples for photo shoots according to their subject.

Brands we present in our showroom:



**DIESEL**

PeakPerformance®



**LACOSTE**

**LUXOTTICA**  
GROUP

**C.P.**  
COMPANY



**PUMA**

  
**SWAROVSKI**

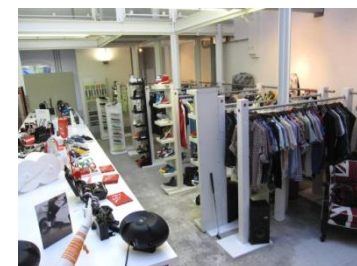
**SIGG** 



**PUMA**  
puma-time.com

**Blauer**  
USA

ligne roset®



NEWS ROOM

News distribution through classical PR work is only a component for the efficient communication with the reference groups.

Media change, new technologies and multipliers, as well as the changed communication behaviour of the consumers, require new ways in order to place the desired messages.

With the corresponding social media measures, PRfact takes on the preparation of the contents and a part of the news distribution.

In the individual customer news room, information and sources for multipliers are clearly summarised.

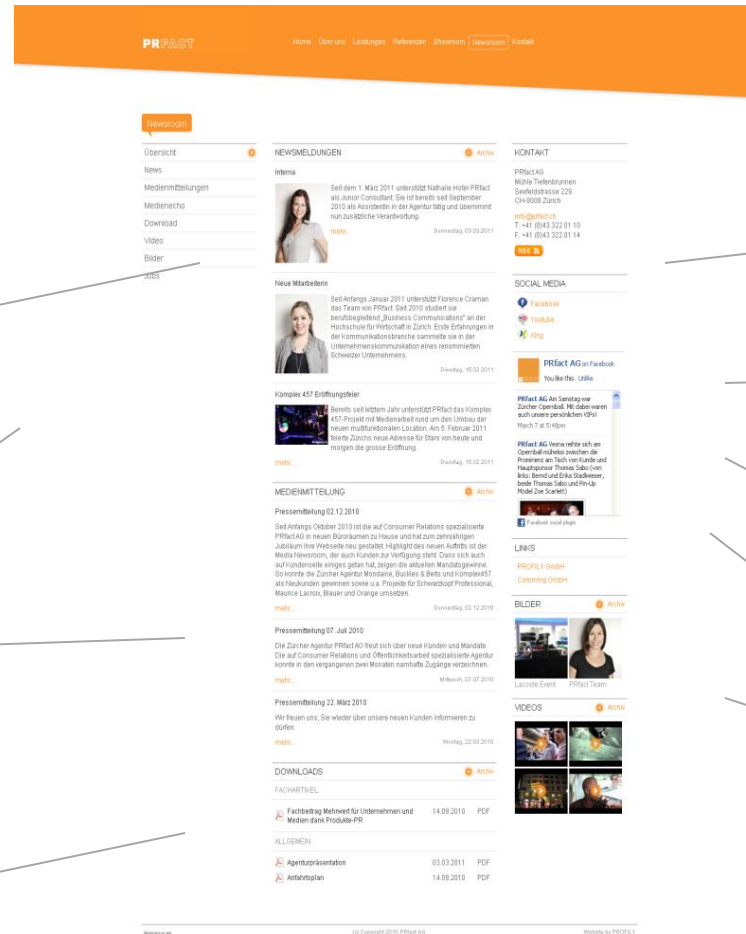
**News**  
News, blog entries

**News room**  
Link to the individual customer news room

**Press releases**

**Media coverage by request**

**Downloads**  
Documents, presentations, etc.



**Contacts**  
Media contact

**Social media**  
Facebook, Twitter, Xing, etc.

**Links**  
Web sites

**Image data**  
Pictures, graphics, etc.

**Videos**  
Viral spots, advertising, training courses, etc.

... and other contents

## Current customer selection



**DIESEL**

**Blauer**  
USA

PeakPerformance®



**NEWYORKER**



**LUXOTICA**  
GROUP



MAURICE  LACROIX  
Manufacture Horlogère Suisse



**C.P.**  
COMPANY

ligne roset®

**NOKIA**  
Connecting People



**SIGG** 



  
**Schwarzkopf**  
PROFESSIONAL

EINKAUFZ  
ZENTRUM **LETZIPARK**  
Wo sonst.



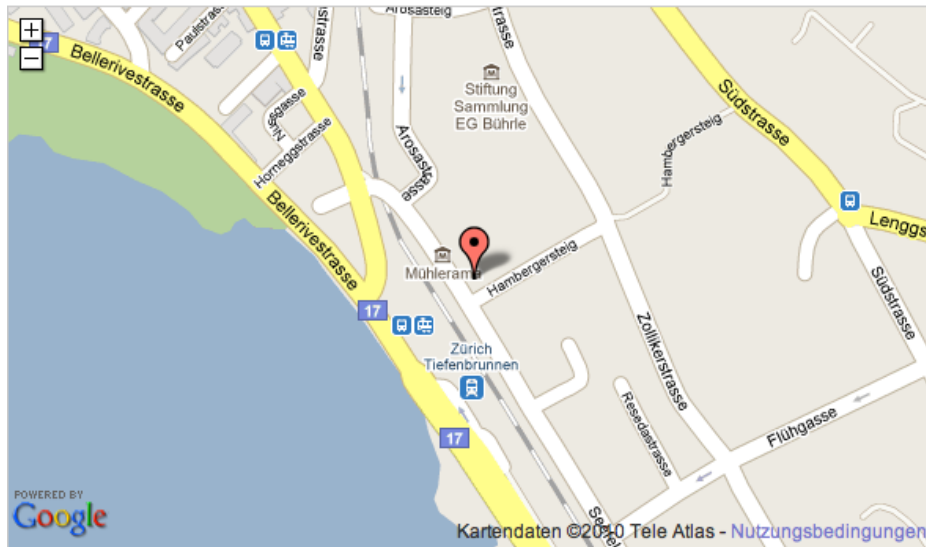
SEEHOTEL  
WALDSTÄTTERHOF  
BRUNNEN

**R**  
RENAISSANCE®  
ZÜRICH TOWER HOTEL

WEITERE KUNDEN



## CONTACT



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PRfact AG  
Mühle Tiefenbrunn  
Seefeldstrasse 229  
CH-8008 Zürich

[info@prfact.ch](mailto:info@prfact.ch)

T. +41 (0)43 322 01 10  
F. +41 (0)43 322 01 14

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