



Hoffnungstraeger, your communication agency!

[Welcome to Hoffnungstraeger, the communication agency!]

We are Hoffnungstraeger – an agency located in the center of Cologne. Our business is communication. We like to contribute to a better understanding between you and your clients, your staff and the media. As a communication agency, it is our goal to bring your ideas and messages to the point – visually and linguistically, on paper or in the web. In order to reach your target group more effectively we will sharpen your image according to customers' requirements.

We are Hoffnungstraeger – your ‚carriers of hope‘.

[SERVICES]

What we do.

You can present your company's best side with our support. We reveal your strengths credibly and distinctively. Good communication creates confidence – an essential prerequisites to win new customers.

In the following we are going to show, what we can achieve for you. Whether the design of a company logo, a corporate brochure or a website – we concentrate our competences on an individual strategy for every project. Our work is always based on an intensive dialogue with our clients, thus allowing us to offer unique solutions. We would be pleased to advise you in a personal conversation.

[CORPORATE COMMUNICATIONS]

Visualising ideas.

Together we analyze your corporate identity, the personality of your company. We make sure whether you present yourself the way you want to be perceived. In regard to this, delusions and reality often differ. We help you to optimise your corporate appearance in order to convince your customers sustainably. For instance, we create a new visual identity for your company, the corporate design.

Putting intentions in words.

The appearance of your company consists of many internal and external components. A picture may say a thousand words, but the style of your texts is often an underestimated element of your image. As communication experts we can phrase concisely and target group friendly even your most complex messages.

[PRODUCT COMMUNICATIONS]

Skillfully staged.

Products especially need a well conceived communication strategy. This is necessary in order to induce the customer to buy and to convince him lastingly. Simple cost-effectiveness is by far not sufficient any more. A product should soever transport emotions and stimulate consumer needs. It's with great pleasure finding out how to give your product an emotional appeal and visually get to the core of it.

[EDITORIAL DESIGN]

Addressing readers creatively.

A book or magazine has to appeal at first glance: An attractive layout induces the reader to have a look at the content. We design an effective concept for your print products, which will also convince at a second glance. From the setting up of a grid pattern to the configuration of typefaces until a high-value illustration – we realise the shaping of your editorial design. You can even entrust us the complete production until the finished end-product. If desired, we can even fill your medium with textual content.

[DIGITAL MEDIA]

Networked Thinking.

The design and the programming of a website are two different disciplines. Normally, graphic designers are not able to technically realise what they created. With us design goes hand in hand with programming. We combine the two, thus guarantee a high quality shaping, realised with the latest technical know-how. Therefore a comprehensive support from the first abstract to the complete website is certainly possible in our business.

We understand all our online solutions as digital handcraft. In order to obtain best results, we explain, step by step, the sometimes difficult processes of digital productions to you.

[PUBLIC RELATIONS]

Taking advantage of the media.

You want to present your company, your product or services to a wide public or to a specific target group? We support you in doing so. In addition to traditional advertising, we recommend to get in touch with the media directly. Public Relations enables a specific and authentic communication towards a target group. We arouse the journalists' interest with innovative subject setting at the right time. May it be the general press or specialized journals – we inform the press about your offer and generate a positively long-run coverage.

[THE AGENCY]

Who we are.

We are inventive strategists and conscientious creatives. We are going to set the stage for your business professionally and efficiently. Together we provide experiences we gained in agencies, editorial offices and companies. As Hoffnungstraeger we combine our competences. We can do a lot. For you.

[Isabel Lezmi]

Creative Director Text & PR.

Isabel Lezmi (born in 1979) studied English and Spanish Cultural Sciences in Duisburg and Buenos Aires. She acquired her textcraft in editorial offices as well as in agencies. Her journalistic background enables her to deal competently with various types of texts. Her professional experience in Public Relations with agencies like KOOB (Mülheim an der Ruhr) and Public Affairs (Cologne) has made her a communication expert who can quickly become acquainted to different areas of business. Within her last agency job Lezmi worked with well-known clients like Rauch Möbelwerke, Aqua Cultura, Porzellanmanufaktur Goebel and Dyson. Her work as an editor for the award-winning ezine spoonfork gives proof of her feeling for current trends (www.spoonfork.de).

[Claudia Roeder]

Creative Director Art.

Claudia Roeder (born in 1977) studied communications design at the Akademie für Gestaltung/ecosign in Cologne. She learned her trade in advertising agencies and gained experience in the advertising industry at agencies such as Saatchi&Saatchi (Frankfurt am Main), FcB Wilkens (Hamburg) and Design for Business (Düsseldorf). There she could systematically enhance her talent for design and took part in comprehensive print and TV campaigns. As a creative, Claudia Roeder worked with renown clients like Telekom, T-Mobile, Emirates, Nivea Deo, Nivea Beauté, Plus and Landliebe.

[Dierk Roeder]

Creative Director.

Dierk Roeder (born in 1976) gained his programming skills during his geodesy studies. Afterwards he improved his creative design competence at the Akademie für Gestaltung/ ecosign in Cologne, where he studied communications design. Still a student he taught at ecosign and worked as a tutor assistant. He launched Hoffnungstraeger in 2004, took care of his own clients and supported agencies as a freelancer. In doing so he worked for clients like T-Online, T-Mobile Samsung, Panasonic and the HSH Nordbank. His distinct experience in design as well as in programming turn him into an all-rounder. At the Düsseldorf IT-Zentrum he works as a freelance lecturer for various sectors in web programming e.g. TYPO3, search engine optimisation and web usability. Furthermore he is a member of the “German Chapter of Usability Professionals’ Association”. Companies as Mazda Europe use his capacities especially in the field of web usability.

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