



# THE DEFENCE OPPORTUNITY

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BENEFIT FROM THE SHIFT IN SECURITY POLICY!



# YOU HAVE A STRONG PRODUCT.

DO THE DECISION MAKERS IN INDUSTRY AND PROCUREMENT KNOW THIS, TOO?

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This probably sounds familiar:

- 🎯 Your product would be compelling if people knew about it
- 🎯 Customers don't understand the benefits
- 🎯 Explanations are only understood by experts
- 🎯 Sufficient differentiation from competitors is challenging



**„We can make you a relevant player – precise, strategic, convincing“**

HEINRICH GLASMEYER  
CEO, Graduate Engineer (Defense Technology),  
former officer in the German Armed Forces

# COMMUNICATION WITH MILITARY PRECISION

We are unique in the agency sector, offering strategic thinking, deep military understanding, and precise communication solutions. With our support, you will position yourself at the forefront of decision-makers in industry and procurement.

The result: messages that hit the mark and have an impact.



1

EXTENSIVE INDUSTRY KNOWLEDGE ENSURES PRECISE TARGETING

2

CLEAR LANGUAGE IS COMPELLING AND STANDS OUT FROM THE COMPETITION

3

HIGH EFFICIENCY WITHOUT A LENGTHY FAMILIARIZATION PERIOD SAVES BOTH TIME AND MONEY

4

ACHIEVE DEFINED GOALS QUICKLY WITH MAXIMUM PERFORMANCE

# FROM STRATEGY TO INCREASED AWARENESS

Relevant communication solutions that are compelling and effective.

The result: More sales success

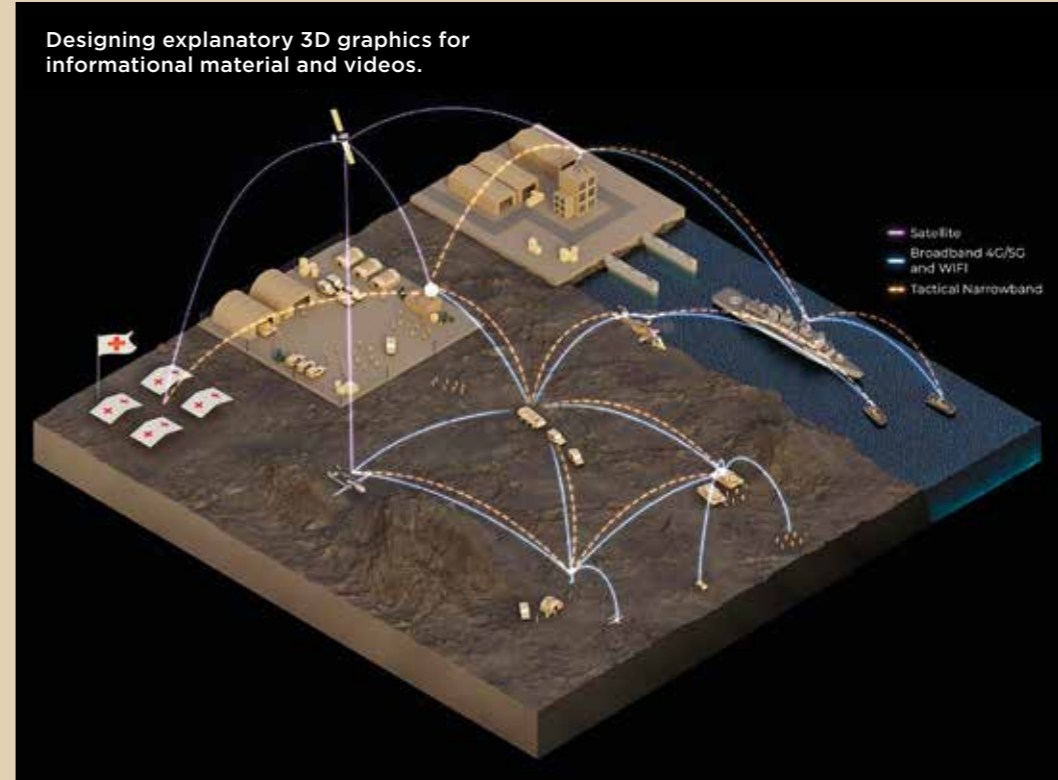


# EXAMPLES OF SUCCESSFUL COMMUNICATION

A PROVEN AND AWARD-WINNING TRACK RECORD



An authentic and compelling representation of working life as a naval aviator. **Result: More applicants**



Animated depiction of the complex operation of digital battlefield communications.

**Result: Better understanding across all target groups**



New modular booth concept for blackned. **Result: significantly increased attention**

# COMMUNICATION THAT HITS THE MARK!

## A STRONG TEAM FOR YOUR SUCCESS

Our experts combine creativity, strategic expertise and a deep understanding of the defence sector's unique demands.



**MICHAEL KOCH**  
Media Planning

Former staff officer in the Navy, lecturer at the German Armed Forces Command and Staff College, lecturer for crisis communication at Bremerhaven University (until 2022)



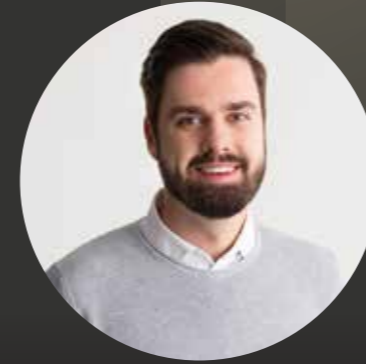
**JENNY SHUKOW**  
Account Management

Responsible for organizing all GB Defense assignments. Her creative background provides valuable inspiration for customer projects – even without a military background.



**PROF. DR. STEFAN KOMBÜCHEN, PR**

Formerly Signal Corps, lecturer for Media Communication (FHM)



**PHILIP HAASE**  
PR Consultant

Studied communication sciences, specializes in technical communication.



**KREATIV-TEAM**  
Concept & Design

20 employees from various backgrounds: communication, web/graphic design, and motion/3D design



**HEINRICH GLASMEYER**  
CEO

Former helicopter pilot and army aviator, studied mechanical engineering with a focus on defense technology

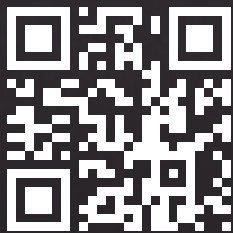
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