

Press information

Magnetic

oha communication points the way for
“Magneticstar”

**Stuttgart, March 31 2009 – The magnetic bookmark
“Magneticstar” places messages under the eyes of the reader.
In order to increase the awareness of this new marketing
material, oha communication is supporting the agency
“Alles Werbung” with public relations in Germany, Austria,
and Switzerland.**

The agency “Alles Werbung” has been exclusively marketing the “Magneticstar,” which is presented to readers at bookstores, in the German speaking region since January of 2009. IKEA was won as one of the first customers for the versatile magnetic bookmarks, in addition to the ‘Schwabengarage,’ one of the largest auto dealerships in Europe.

“oha communication is helping us turn the ‘Magneticstar’ into a well known product,” says Frank Maul, the project manager for the bookmark. “The PR experts support us in the creation and release of press photos and texts. The coverage in the relevant media channels has given us a noticeable market response. “

In addition to marketing managers, agencies and marketing material vendors, the bookstores should especially be informed about the use of the advertising material. The more retailers distribute the bookmarks to their customers, the more attractive the advertising material will be for campaigns with regional emphasis, as well as for campaigns covering the entire German speaking region.

“In the specialized press we want to illustrate that this concept is beneficial not only in regards to promotion, but for the reader and the bookstore as well,” explains Oliver Hahr, a PR consultant at oha communication. “As a general rule, readers are rather refined and well off. One must come up with

something special to attract their attention: innovatively designed magnetic bookmarks for example.”



Photo 01: Bookmarks as marketing material: oha communication is supporting agency “Alles Werbung” with professional communication to publicize all that the “Magneticstar” has to offer. Source: alles werbung. GmbH



Photo 02: „Dein Billy für danach“ –IKEA uses the magnetic bookmark “Magneticstar” as a marketing tool in bookstores. Source: alles werbung. GmbH

Photos in printable quality are available from Verena Engenhardt (verena.engenhardt@oha-communication.com, 0711/50 88 65 82-2).

oha communication is a consultancy and agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of PR activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany.

For more information about oha communication, visit www.oha-communication.com.

alles werbung. is a full service agency. Jens Nill and his team work with customers in the fields of radio advertising, digital print, event and promotion. Since January 2009, alles werbung. is the exclusive licensing partner for MAGNETICSTAR in Germany, Austria and Switzerland. This magnetic



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Consulting and Public Relations

bookmark is promoted as a novel advertising medium. It clings to the pages of books, magazines, catalogs or flyers without falling out. The patented bookmark can be designed individually and is equipped with a rider for better visibility.

To find out more about alles werbung. and MAGNETICSTAR, visit www.alleswerbung.de and www.magneticstar.de.

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