

COMMUNICATE & DEVELOP BUSINESS

Akima – Agency Overview

M u n i c h | 2 0 2 4

akima

Agenda

1 Our Agency

2 Our Approach to Storytelling

3 Proof Points

4 Contact





akima

Our Agency

Akima: your expert for B2B tech communications

1995

Founded



Munich +
22 Locations
world-wide

> 25

Communications
Experts



Part of Faktenkontor,
the fastest growing
PR group in
Germany.
Among the top 250
agencies worldwide.
Member of DPRG

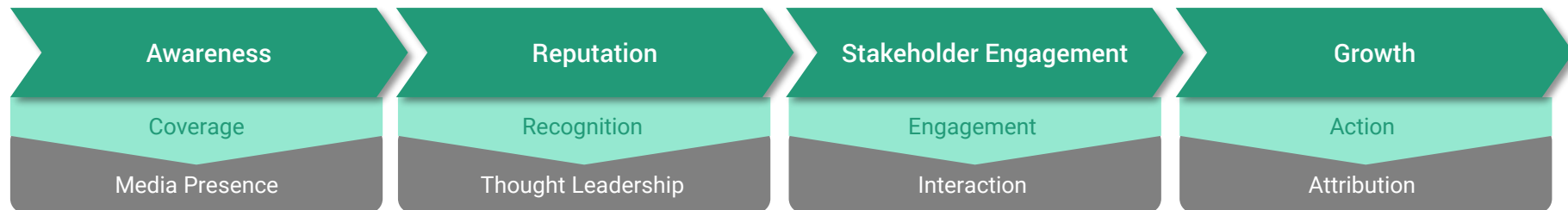
450

Consultants
in our Global
Network

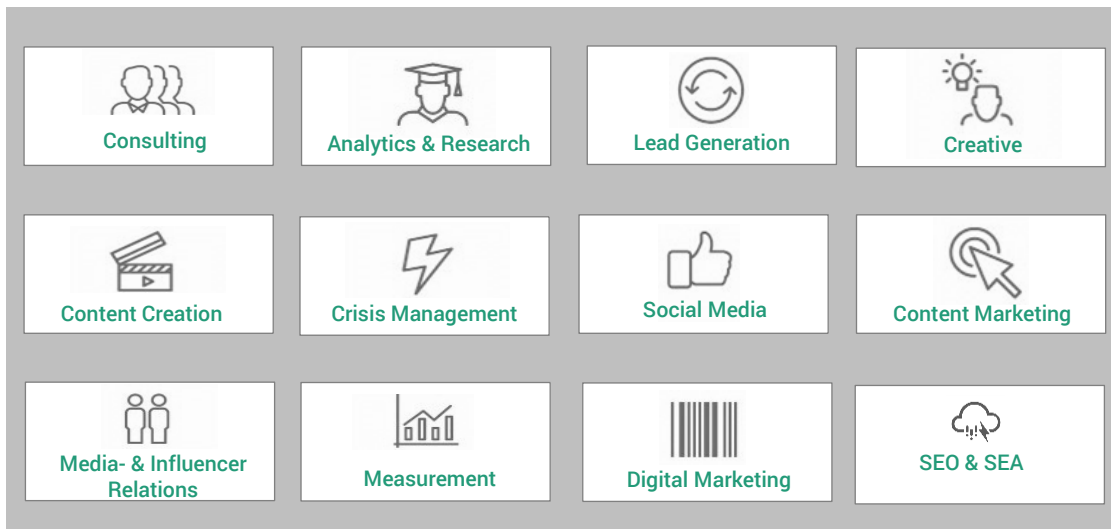


We deliver
results.
Always.

Our services – we think integrated!



Services



Integrated Thinking



Awards & Certificates



A photograph of two young children dressed as superheroes, running and jumping joyfully outdoors. They are wearing matching dark t-shirts with a large white star on the chest and dark shorts. The child on the left is wearing a mask and has their arms raised. The child on the right is also wearing a mask and has one arm raised. The background shows trees and a bright sky. The entire image is overlaid with a semi-transparent teal color.

Our Clients

Current clients (excerpt)

energen



STEP AHEAD

CLOUDERA

BHN | BLACKHAWK NETWORKS

indevis
Sicherheit in einer vernetzten Welt

Goldkind
Stiftung

MHM
MHM-HR.COM

GENESYS

all for one
Group

-chargepoint+

rubrik

maincubes
SECURE DATACENTERS

softwareONE

NetApp

SVA

OMELCOM
Spirit of innovation

TREND
MICRO

advastore

LizenzDirekt
SOFTWARE FOR YOUR BUSINESS

Atos

axians

EXTEND3D

MANDIANT

retarus
global messaging

Tricentis

VINCI
ENERGIES

TIMETOACT
GROUP

ZARGES

elastic

A young boy with glasses and a bow tie is sitting at a desk with a typewriter. The scene is overlaid with a teal color and several pieces of paper are floating in the air around him. The text "Our Approach to Storytelling" is written in white across the middle of the image.

Our Approach to Storytelling

Akima: 25 years in tech and digital

**We deliver
results – not
just headlines!**

We believe that everything starts with the art of **storytelling**.

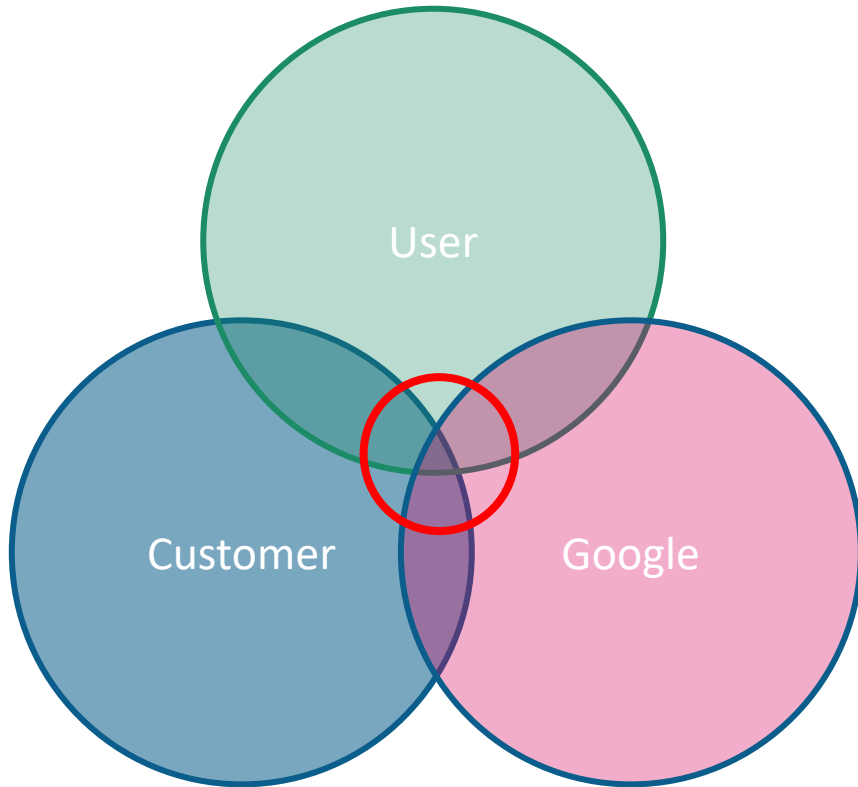
An impactful B2B communications strategy lives and dies by the quality of the story. We always have our minds **focused on business outcomes**.

We understand that even the most creative campaign adds little value if it reaches the wrong audience and sends the wrong message. Our mission is to **help our clients develop business** through first class communications. We help clients to create and execute a comprehensive, results-focused strategy that exactly matches their business development goals.

We also believe that a successful B2B communications strategy draws on human interest, with more focus on **emotion** and less on promotion. By understanding what **interests** and **excites** our key targets, we can develop **engaging content-driven campaigns** that add **value** to customers and reach existing and new **audiences**.

We create relevance!

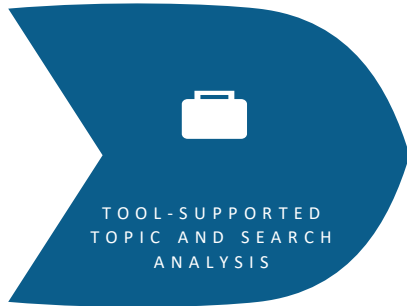
What makes content relevant?



- Only company topics | no one is interested
- Only user-oriented | extensive and complex
- Only Google | won't work because Google doesn't like that

→ It's the right mixture!

By using a data driven approach to content creation



What are users interested in?

- What are the readers / users interested in?
- What are they looking for?
- Related topics?
- Most popular content?
- Most frequently asked questions?
- Who dominates the search queries?



What questions do we need to answer?

- Semantic analysis
- Wdf/idf analysis
- Media and online audit



What do we need to satisfy the interest?

- What content already exists?
- How can this be exploited?
- To whom can this be offered proactively (!)?
- What needs to be made rewritten?



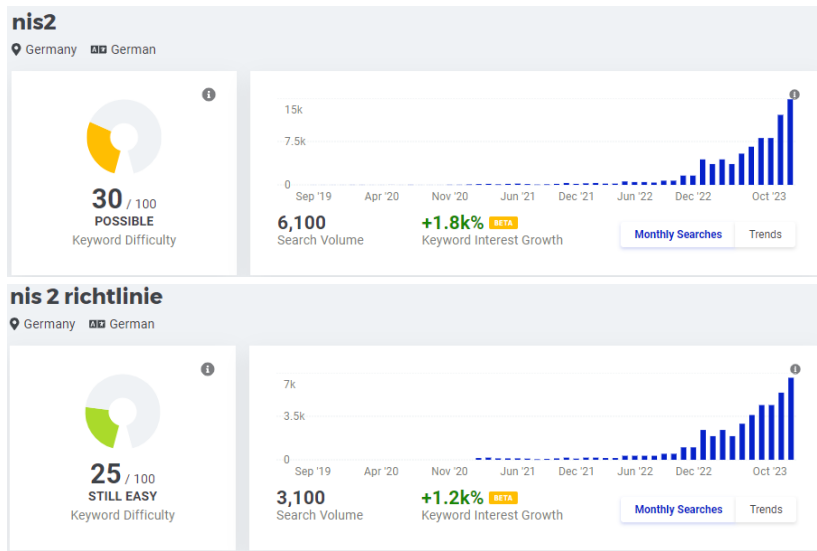
Media- and channel-compatible preparation

- Adaptation to the channel
- Adaptation to medium / multiplier
- Adaptation to the target group

RESULTS

- **Right content**
- **Right speaker**
- **Right multiplier**
- **Right timing**
- **Efficient implementation**
- **Suitable for target group**
- **Good integration**
- **Additional SEO effects**

Example NIS2: data-driven topic and search analysis



- The term “NIS2” as a search keyword has a high potential due to a monthly **search volume of 6.100** in Germany.
- Additionally, **3.100 users** are searching for “NIS2-Richtlinie”.
- We found **432 questions** that are being asked online around NIS2.

Questions

- Wie können sich Unternehmen auf die Auswirkungen der NIS 2 EU-Richtlinie vorbereiten?
- Gibt es Sanktionen oder Strafen für Unternehmen, die gegen die NIS 2-Richtlinie verstoßen?
- Was müssen Unternehmen bei der NIS-2-Richtlinie beachten?
- Schritte: Wie fange ich am besten mit der Umsetzung der NIS-2-Richtlinie an?
- Welche Sektoren werden von der NIS 2-Richtlinie erfasst?
- Was müssen von NIS-2 betroffene Unternehmen und Organisationen tun?
- Der Fachkräftemangel erschwert in vielen Organisationen die Umsetzung der vorgeschriebenen Maßnahmen – was können Unternehmen hier tun?
- Wie wird die Umsetzung der NIS-2-Anforderungen geprüft?

Cluster

- Regulatory details
- NIS2 sectors
- Implementation
- Practical advice
- Penalties

Example NIS2: data-driven topic- and search analysis

Questions

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Topic Clusters

- Regulatory details
- NIS2 sectors
- Implementation
- Practical advice
- Penalties

Idea

Add value for decision makers that need to deal with the obligations.

Storyline

- How can companies prepare
- What has the highest priority
- How to implement the solutions

Potential formats

- (Vertical) by-line article
- Blog-Format
- Longform Social Media content

Analysis

Content

A young child wearing a hard hat and overalls, holding a hammer high in the air, surrounded by tools on a workbench. The image is overlaid with a semi-transparent teal filter. The child is looking down at a wooden block on the workbench. Various tools like a drill, wrench, and screwdriver are scattered around. In the background, there are some papers or blueprints pinned to a wall.

Our Tools & Methodologies

Bringing your company into the media is our day-to-day business:

1.

When we send out **press releases**, our **contacts** listen.

2.

Our team has the right contacts to the **business and daily press** as well as to **technology and industry media**.

3.

We **set the agenda for news** – and make sure your news matches the agenda.

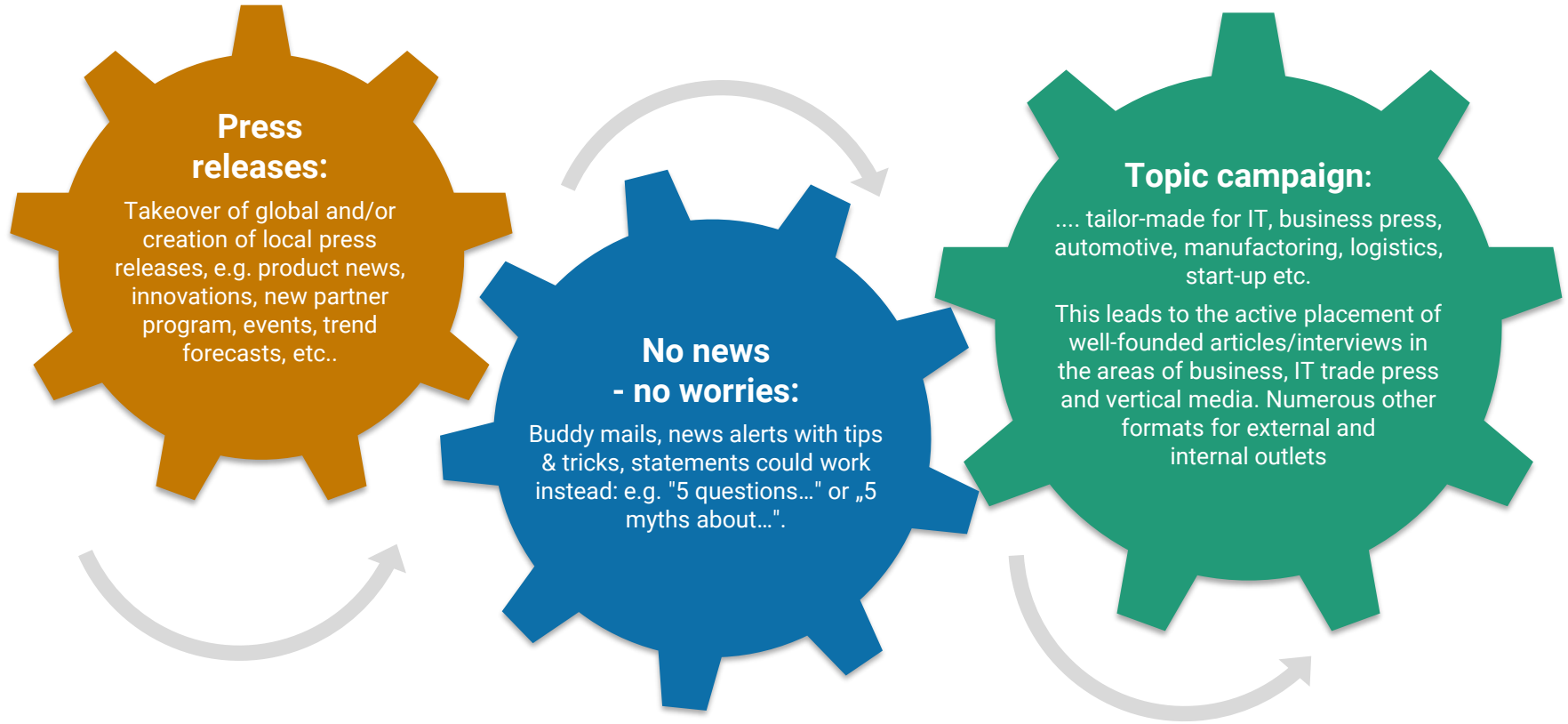
4.

We are experienced **storytellers** – we lend wings to the **content** of our customers.

5.

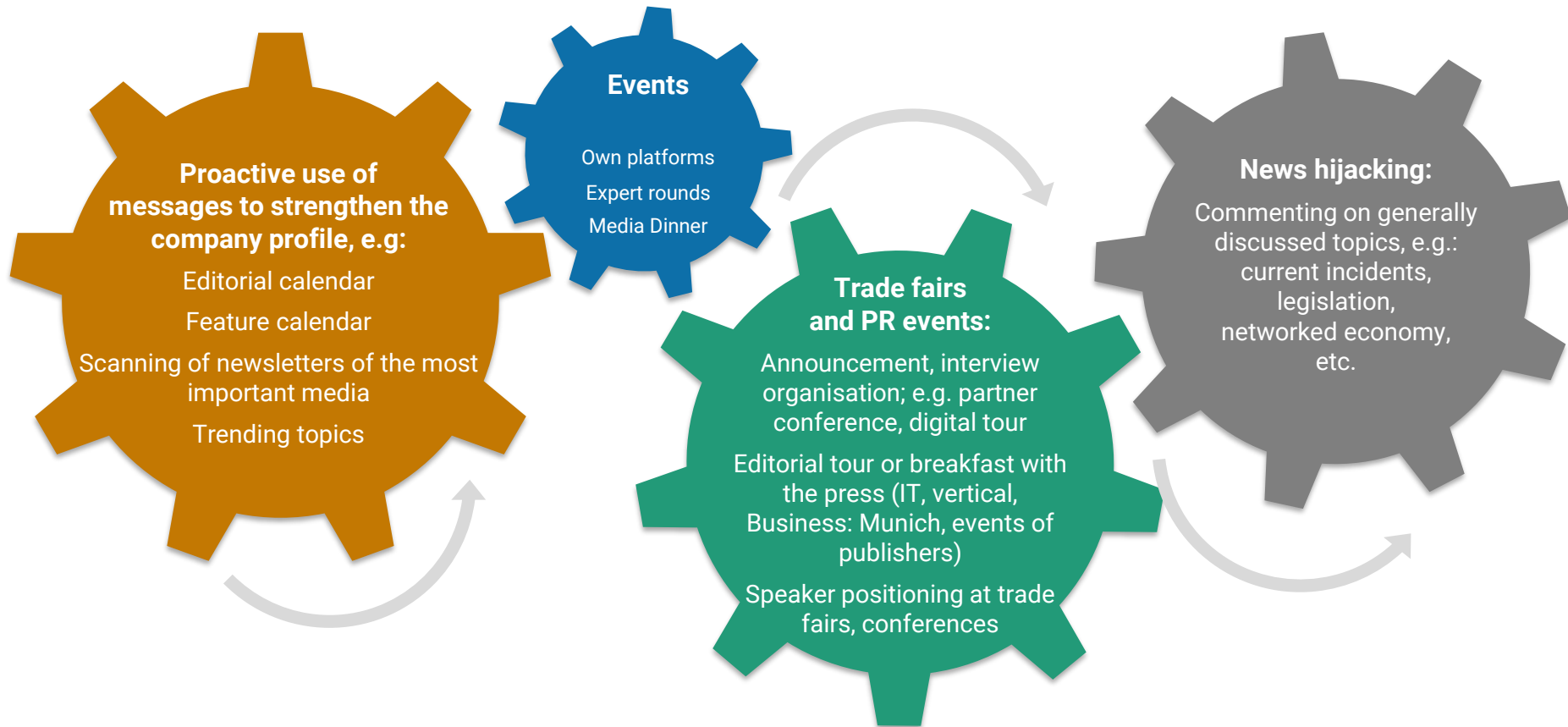
We always meet our **targets** – and then **exceed** them.

But how do we get the machine up...



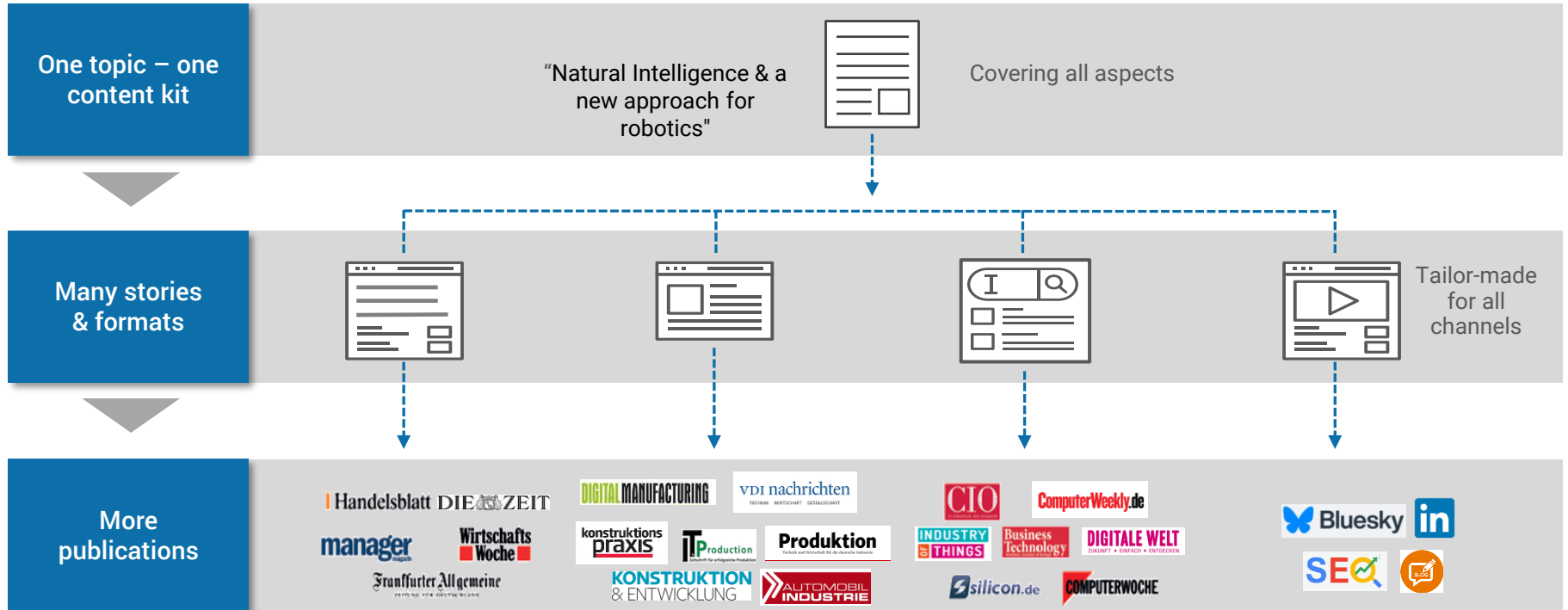
Expert profiles & regular articles on **platforms** such as IDG Expert Network, Industry 4.0 etc.

... and running?



First of all, through our modular campaign methodology!

From story to content to coverage

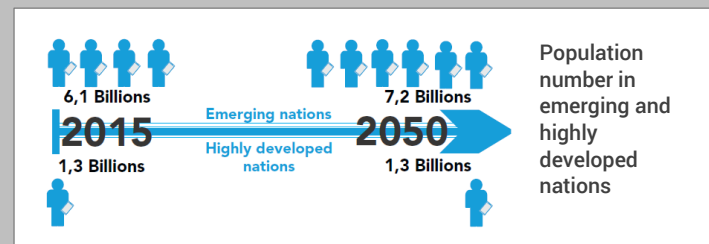
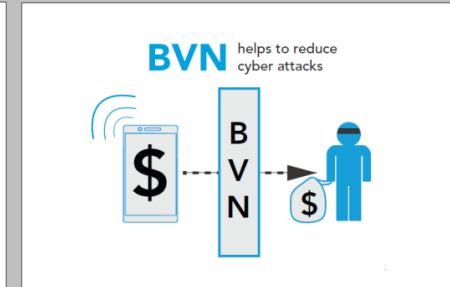
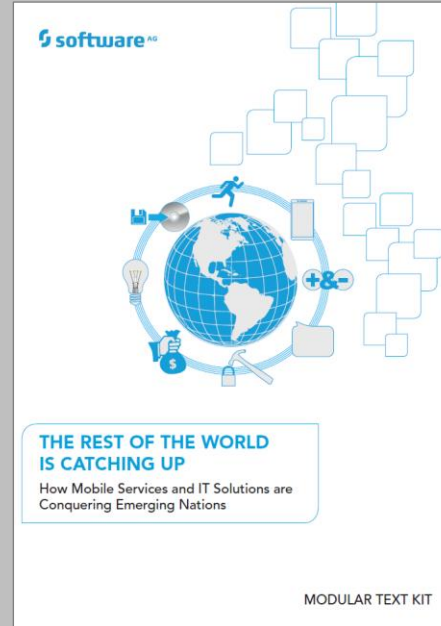


A proven & efficient way to achieve coverage...

Example Software AG – “mobility worldwide”:

- One content kit, covering all aspects of a topic
- One approval process only
- Many pieces of coverage
- Designed as international campaign with global market data – in German and English
- Co-creation process: South Africa, UK, Germany
- Exposés tailored to the specific needs of business and daily press, IT media, financial media
- Served to 70 countries worldwide
- 30-page booklet as blueprint for PR managers in regions
- Story, data, social media material, PR pitches, photos & graphics in one comprehensive kit

Coverage amongst others in:



...and position our customers as thought leaders!

Example NetApp: „Autonomous Driving“

- Our methodology basic text: **Holistic** campaign, **different media** types and formats
- Designed as an **international** campaign with global market data in DE and EN
- Individual **teasers** with **tailor-made topics** per media genre: business and daily press, IT trade press, automotive and channel media
- 8 text orders (10 publications print & online)
- Multiple **re-usage** possible in other countries

Coverage amongst others in:




And of course, we'll challenge you and come up with ideas for buddy mails if there are no hard news

Proven Akima methodology for efficient media placement:

- Reuse of existing content such as modular text kits, whitepapers or articles by splitting them into smaller pieces such as news alerts, top tips, info mailing, etc., specially tailored for key influencers (close relationship).
- Example: "5 Steps to IoT"
- Taken from a base text document and sent to key influencers.
- Result: Total 6 articles published (IT B2B, B2C & channel media)

Coverage amongst others in:

IT MITTELSTAND

funkschau
business.technology.strategy

DIGITALE WELT
ZUKUNFT • EINFACH • ENTDECKEN

ChannelPartner
channel

The screenshot shows the homepage of NetzPalaver, a German IT news portal. The main navigation bar includes categories like HOME, CLOUD, DATACENTER, INFRASTRUKTUR, SICHERHEIT, and TELEKOMMUNIKATION. The featured article is 'In 5 Schritten zum erfolgreichen IoT-Projekt' by Stefan Ebener, Strategy & Innovation Manager at NetApp. The article text is partially visible, starting with 'Anfangen bei den Sensoren über die Data-Management-Plattform und Analytics-Software bis hin zur Security gilt es bei der Einführung von IoT-Projekten allein aus IT-Sicht viele verschiedene Bausteine zu beachten. Schematisch lässt sich ein solches Projekt allerdings in fünf Phasen gliedern – bei deren Beachtung der erfolgreichen Umsetzung des Projekts nichts im Wege steht. Stefan Ebener, Strategy & Innovation Manager Automotive & Manufacturing bei NetApp erläutert die fünf Schritte zu einem erfolgreichen IoT-Projekt: „Collect“: In dieser Phase geht es darum, Sensordaten zu erfassen und sie transportfähig zu machen. Herangehensweisen gibt es viele: Ein sogenanntes Edge-Gateway beispielsweise übersetzt die Daten, die ältere Maschinen oftmals in Milliampere ausgeben, und leitet diese anschließend weiter. Ein anderer Weg, die vorliegenden Daten in IP-fähige Informationen umzuwandeln, sind Systeme, die über Webcams Lampen- oder Schaltersignale filmen, dieses Material mittels künstlicher Intelligenz in IP-Informationen übersetzen und dann zur Auswertung weiterleiten. Oder: Die Investition in neuere Maschinen, die bereits komplett IP-fähig sind. „Transport“: Hier geht es um die sichere und verlässliche Übertragung der Daten von den'.

akima

Not to forget: news hijacking is another great option...

Example rapid response statement (online brand protection) for MarkMonitor:

- **Piggybacking** media catch lines: big retailer (mis)used brand logo of German Football Association
- Contacted DPA: leading German news agency
- **One-on-one** (phone) with expert
- Overwhelming result: MarkMonitor mentioned in over **400 German dailies!**
- Print circulation: **4,520,996 readers** in national newspapers
- Online reach: **2,480,815 daily visitors**



Clippings amongst others in:

Berliner Morgenpost | Frankfurter Allgemeine
DIE WELT | Augsburger Allgemeine

...alternatively we create our own news angles with facts & figures:

Example B2B study (AI) with NetApp:

Challenge

- Gain insight on the relevance of AI in the market and position NetApp as the partner with the best infrastructure offering for AI projects

Strategy – slice & dice B2B study (AI)

- Poll among 120 executives from automotive, healthcare, finance and production sector, who have or are currently implementing AI projects
- Results of the study are to be utilized in several micro publications via the „slice & dice“ approach (5 Buddy Mails)
- Visual representation of survey results within infographics and visuals for media outlets and on social media
- Social media support

Results

- Total of 29 clippings in business, IT and vertical media
- Further use of the results as talking points for speakers in interviews, panels, etc.



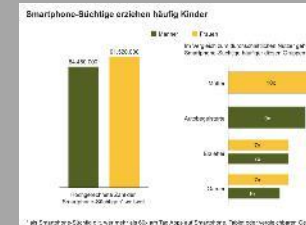
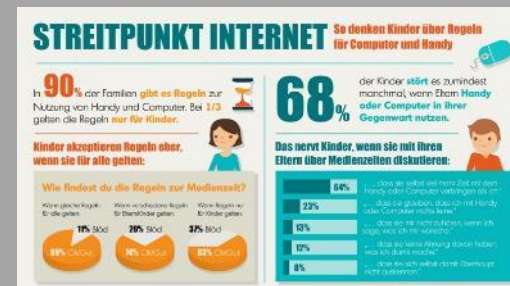
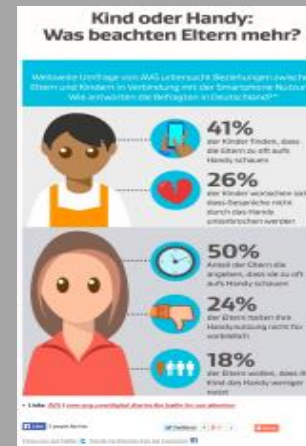
Clippings amongst others in:



This also works with B2C surveys – sometimes even better!

Example B2C-Study (smart device usage) for AVG:

- One piece of content (study) divided into several **content bits** focusing on different aspects of the story, distributed as a series of content bits
- **Goal:** make the maximum of existing content:
 - one piece of content (e.g. study, whitepaper) divided into several **content bits**
 - focusing on different aspects of the story
 - distributed as a series of micro publications e.g. series of releases, news alerts, info mailing, infographic distribution etc.
 - 1-2 pieces of information plus rich media asset per micro publication
- **Benefits:** hit journalists several times, maximize outcome
- **Results:**
 - 50+ pieces of coverage in total (TV, nationals, IT B2B and B2C and consumer press)
 - covered on page 3 of national newspaper Bild Zeitung (circulation 3+ Mio)
 - national TV coverage, e.g. RTL News and ZDF with additional interviews conducted



A young girl with a backpack and goggles, raising her fist in triumph. The image is overlaid with a semi-transparent teal filter. The girl is wearing a white long-sleeved shirt, dark pants, and a dark cap. She has large goggles on her face and is smiling. Her right arm is raised with a clenched fist. She has a large, cylindrical object, possibly a rolled-up mat or a piece of equipment, strapped to her back. The background is a blurred outdoor setting with hills or mountains under a clear sky.

Proof Points

Thought Leadership

Business Case: thought leadership media and politics

Positioning of a global cyber security provider in the political and media arena



Starting Point

- Mandiant is represented at the Munich Security Conference by a roundtable participant who is SVP Intelligence of the company.
- The participation should be used for active media work and the support of relationship building in the political arena.



Strategy

- Focusing on the issue of cyberattacks by states
- Preparation of accompanying studies and reports with a national and international focus including data material and infographics
- Addressing exclusively Tier 1 publications with study summaries and interviews around or directly at the Munich Security Conference
- Active supervision of the interviews and follow-up actions



Results

- 9 interviews with the leading Tier 1 media of the DACH region during the Munich Security Conference
- Building lasting relationships between Mandiant and the media
- Profiling as a deep expert in the field of political cyber attacks
- Solid basis created for continuous follow-up reporting



Business Case: IT security topics in business and national media

Consulting, support and accompaniment of investigative reporting on large global data gaps



Starting Point

- Greenbone Networks discovers large amount of public health data
- After being informed by Greenbone Networks, the authorities aim to raise the awareness of the general public about the problem
- Thought Leadership in Cyber Resilience as objective



Strategy

- Comprehensive consulting, preparation and support from storylining to placement
- Contact with BR Data (Germany) & Pro Publica (USA); data analysis and investigative preparation of the story
- Support with video shoots for TV reports and news



Results

- 400+ clippings, reports at dpa as well as in all major daily and business newspapers, numerous publications in the healthcare press
- Several TV interviews, interview requests from Germany, Switzerland, Italy, Denmark, UK, Netherlands
- Requests for several report formats for further studies



Dirk Schrader
Cyber Resilience
Strategist at
Greenbone
Networks

Without Akima we would not have been able to spread this story so widely to the public. We knew that we were in good hands for such a big PR coup.

Business Case: LinkedIn Newsletter Campaign

Thought leadership campaign on LinkedIn with Bruno Schenk, CEO Atos Switzerland



Starting point

- CEO Bruno Schenk regularly creates and shares posts on LinkedIn and was looking to further position himself as a thought leader on key topics in 2022
- Aligned with his C-level network, the focus was put on leadership and tech topics



Strategy

- Leverage Bruno's already considerable LinkedIn reach and expand his network with consistent long-form content
- Identify 12 relevant topics (including change leadership, net zero, cybersecurity and innovation)
- Messages from Bruno elaborated in a series of input briefings
- Campaign implementation: English-language LinkedIn articles published as a thought leadership series on a monthly basis



Results

- Article series on LinkedIn accumulated 2.385 subscribers
- Great reach and strong interactions through authentic, reader-oriented format
- Credible positioning of Bruno as a thought leader over a broad range of topics
- Print booklet of the article series as a Christmas gift for distribution to customers



Bruno Schenk
CEO
Atos Switzerland

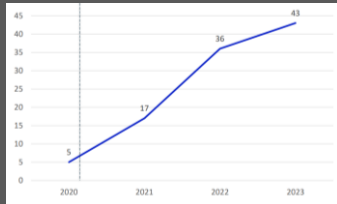
"Akima developed 12 stories & key messages with me to authentically share the thoughts with and further expand my network. They captured my voice perfectly in this thought leadership series."

Awareness

Proof Point: Business case: strategic PR for EXTEND3D

Strategic communication services to increase awareness for an AR industry solution provider

Number of publications in trade media 2020-2023



Starting point

- EXTEND3D wants to position itself as a top provider in the field of dynamic laser and video projection
- Greenfield launch: only few PR activities and therefore little presence in key trade media



Strategy

- Kick-off workshop to develop target group, messaging & measures
- Press campaigns: creation of modular text kits incl. launch in key media
- Continuous pitching of trend statements, interviews and articles
- Flanking communication for trade fair appearances



Results

- Number of high-quality publications has increased enormously each year since the start of the partnership in 2021 (2020: 5 publications → 2023: 43)
- Achieved broad coverage in all Tier 1 target media
- Increased brand awareness and positioned CEO Peter Keitler as a market opinion leader
- Collaboration successfully expanded to SEO/SEA (holistic landing pages and online marketing campaigns)



Barbara Pöttgen
Marketing Manager bei EXTEND3D – Part of Atlas Copco group

"With the help of Akima's experts, we have been able to increase our visibility exponentially. As a result, we have extended our cooperation to the area of SEO/SEA – and achieved fantastic success here too!"

Business Case: integrated communication for indevis

Integrated communication services to increase awareness for managed security services provider indevis including SEO/SEA strategy and influencer relations programme



Starting Point

- indevis wants to position itself as a top provider in the area of managed security services
- Greenfield launch: no PR or social media activities to date and therefore no presence in key trade media



Strategy

- Strategy workshop: development of messaging & identification of key media
- Press campaign: creation of a modular text kit incl. launch in key media (campaign stage model)
- Interview/topic pitches and speaker placement
- Regular blog posts + status updates for LinkedIn/Xing
- Influencer relations programme
- SEO activities for main sales areas to gain visibility



Results

- 54+ high quality publications in the first year
- High visibility in the trade press
- Regular proactive enquiries from journalists
- Top 3 Google rankings for main solutions areas of indevis
- Expansion of the cooperation in the direction of SEO/SEA (holistic landing pages and online marketing campaign)



Wolfram Dorfner
Head of Marketing,
indevis

"With Akima's help, we virtually took off from 0 to 100 in terms of visibility. That's why we also entrusted the communication experts with SEO/SEA - and we've had fantastic success here, too!"

Business Case: brand awareness for MarkMonitor

From no name to go-to contact for online brand protection and counterfeiting



Starting Point

- Although MarkMonitor is the worldwide leading enterprise brand protection solution provider, the company has barely been known in Germany
- Moreover, neither CxOs/decision makers nor journalists have been aware of online brand protection being an issue/the risks & costs of online brand abuse



Strategy

- Established relationships to key journalists at marketing, IT, vertical and business media
- Educating the market with educational articles, tips & tricks stories, case studies and rapid response statements & interviews



Results

- Established relations to tier-1 key media in less than 6 months
- 100+ pieces of coverage in the first 6 months amongst others in marketing, IT, vertical, business media and nationals
- Established MarkMonitor as go-to contact for all topics around online brand protection, counterfeiting, piracy etc.



Event Support

Business Case: Event Trend Micro it-sa 2022

PR at it-sa,
interviews and
evening event in
Nürnberg for media
relations and
higher visibility



Background

- Goal: Arranging meetings with journalists at it-sa and positioning Trend Micro's key messages with IT security, industry, business and daily press
- No own trade fair stand
- Due to illness, one of the two planned speakers on site is unavailable at short notice
- Few accredited journalists compared to the pre-Corona years



Strategy

- Identification of relevant journalists from the German IT and channel media landscape, exclusive invitation, outreach
- Early Save the Date, personal invitation to Trend Micro event at strategically well located venue (near central station)
- 1:1 interviews with Trend Micro spokespersons possible during the event and virtually afterwards



Results

- 16 individual interviews, 13 on-site and 3 virtual
- Successful interviews with Tier 1 contacts
- Positive feedback from journalists on accessibility, responsiveness and content quality



Tobias Grabitz
PR &
Communications
Manager at Trend
Micro

"Akima provided us with excellent and persistent support both in the lead-up and on site. By the results for the trade fair, our expectations were even exceeded. This makes cooperation simply fun!"

Business Case: PR and event support logistics congress

Social media, industry and trade media communication and lead generation at a major event in the logistics industry



Starting Point

- Increase visibility for logistics topics and Software AG's presence at the BVL Logistics Congress 2018
- Social media support in advance and directly from the event
- Initiate dialogue with relevant logistics trade media
- Lead generation at the congress
- Event support for Software AG experts, coordination of meetings



Strategy

- Statement on current logistics challenges prepared and sent to relevant media before the event
- Interview-Outreach to logistics trade media
- Regular use of Twitter, LinkedIn and Xing before and during the event, tailor-made advertising of highlight posts on Xing
- Logistics knowledge quiz at the stand to generate leads



Results

- 3 pick ups from the statement with a total of 930,000 impressions
- Exclusive interviews with Tier1 media of the logistics industry (including Logistik Heute, DVZ)
- 10,925 impressions and 261 interactions on Twitter (among others with Peter Altmaier)
- 60,000 impressions on Xing
- Quiz generated a total of 45 basic leads



Slobodanka Hetzke
Senior Marketing Manager,
Software AG

"Many thanks for all the support before and during the congress. You have done a great job. That's what I thought it would be like."



Peter Altmaier folgt dir jetzt

Business Case: Launch Event for AVG Business

Turning a well-known B2C- into a strong B2B- brand and boosting the new channel program



Starting Point

- AVG was a pure-play B2C Brand
- New B2B portfolio from M&A needed instant market access & awareness
- Goal: ramp up 2-tier partner-/channel program fast



Strategy

- Big Bang launch events in Munich & Zurich
- Reseller Road show
- Series of press releases before, during and after the events
- Newsletters: DCI DE+CH, Routmail
- Paid Advertorials
- Lead gen landing page
- Case studies, interview and by-lined articles



Results

- Successfully positioned AVG business as provider of enterprise IT Security Solutions
- 20+ IT-, IT security, business- and channel media attending the events
- 10 press briefings during and after the launch
- 30+ pieces of coverage within 4 weeks
- More than 11m brand contacts
- More than 1m sales in first 6 months



Francois Tschachtli
Sales Director
DACH & Benelux,
AVG Business.

Perfect result. This exceeded our expectations by far!

Digital

Business Case: Content hub „Mittelstand Heute“

Massive online visibility push for All for One through SEO-driven content hub



Starting Point

- All for One runs the content hub "Mittelstand Heute" to gain high online visibility for IT topics of the SME target group
- Content must appeal to search engines and decision-makers alike and deliver real added value
- Close interaction of business expertise, SEO analysis and content creation necessary



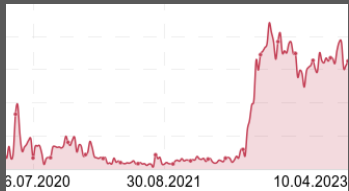
Strategy

- Joint process to identifying relevant business topics and main search terms
- Comprehensive SEO competition analysis with recommendations for the perfect on page structure and content
- High-quality content creation based on journalistic standards and SEO requirements



Results

- Continuously TOP 3 search engine rankings for articles on Mittelstand Heute
- ROI: Traffic increased tenfold to over 20k EUR per month
- Content quality scored has doubled
- SEO and content process established as a fixed factor in All for One's portfolio marketing



Florian Blum
Senior Experte
Content & Formate

“We are thrilled with Akima. Their deep SEO expertise and journalistic content quality are just what we needed to take Mittelstand Heute to the next level.”

Business Case: Holistic landing pages (SEO) for Indevis

SEO as part of Strategic communication services to increase awareness for managed security services provider indevis

"We won a very big client who just googled"



Starting Point

- indevis wants to position itself at the top, when people are searching for relevant keywords around their services
- So far, the website has had only small traffic and no specific SEO



Strategy

- Akima identified relevant keywords and created a tailored strategy
- Together with the client the pending landing pages were sorted after the client's business priorities as well as SEO performance factors
- Akima created data-driven content-ideas and – after reviewing together with the client – created the text for indevis just to copy+paste
- Akima also managed to get high quality backlinks to the landing pages



Results

		Users	New Users	Sessions
absolute numbers	6 months prior	35,0	35,0	35,0
	6 months	277,0	234,0	294,0
	12 months	405,0	333,0	440,0
	24 months	1436,0	1406,0	1.454



indevis



Wolfram Dorfner
Head of Marketing,
indevis

"With Akima's help, we virtually took off from 0 to 100 in terms of visibility. That's why we also entrusted the communication experts with SEO/SEA - and we've had fantastic success here, too!"

Business Case: Account Based Marketing Campaign

Conception and implementation of an individual business assessment (BA) as a door opener for talks with target companies



Background

- In the context of account-based marketing, the pain points of specific target companies were to be addressed with an individual 5-page paper. This shows that Trend Micro understands the challenges and is a partner at eye level for the development of a solution approach. The industry-specific context of the target customer should also be in the foreground.



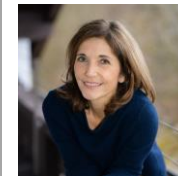
Strategy

- Development of a uniform structure of different business assessments with different industry focus. Production of a 5-page paper derived from the American principle of business assessment. The paper is then emailed by a specific contact person at Trend Micro to be used as a door opener and red thread in a possible conversation with the target company.



Results

- More efficient procedure for writing the individual business assessments by developing a concept and stringent structure in advance
- Unification of the external appearance - in terms of content, text and appearance
- Individual, industry-specific addressing of the target companies and function as door opener



Ursula-Barbara Schmidt
Director Marketing
Germany bei Trend
Micro

"We wanted to break new ground in marketing and found a strong partner for this, both conceptually and in terms of implementation, in Akima, which actively supports us with a great deal of expertise."

A person wearing a flight suit and goggles is sitting on a large suitcase, pointing forward. A camera is attached to a strap behind them. The background is a light blue sky with clouds. The entire image has a teal overlay.

Why you should start the journey with us

Our results orientated approach means that our clients stay with us for long term...



"What I really appreciate about Akima is the professionalism, the commitment, forward thinking and their deep understanding of our business. The result: strong content and PR activities, that match our company and PR budget."

Dirk Schrader, CMO Greenbone Networks



"Akima impressed us with tons of relevant quality PR results. That made us a well positioned thought leader known for our expertise and business solutions portfolio and often quoted among other highly rated industry experts."

Nils Schmidt, Head of Communications & Marketing, Axians Deutschland



"It's hard to find good PR agencies that both understand the technology but also have the strategy and tactics to turn our content into news. Akima however had the magic mix. I really enjoyed collaborating and having the senior exec take such a passionate interest in the account meant a great deal. And of course they delivered absolutely fantastic results. If you are pitching in Germany, make sure Akima is in your shortlist!"

Jes Breslaw, Senior Director Marketing EMEA & APAC, Couchbase



"Very strong performance! Together we attained great awareness for our topic online brand protection in Germany and provided important educational work. Big thanks to Akima, who exceeds our expectations year over year by combining profound contents with media expertise."

Stefan Moritz, Regional Director DACH, MarkMonitor

...and are happy to recommend us*:



"Akima has been recommended to me. And now, having worked with them for almost 2 years, I understand why! These guys not only have strong media relations but also bring our messages to the point. I am really pleased to see how much we have achieved in this short time frame."

Steffen Michel, Geschäftsführer MHM HR



„In a few words: Great! You have to try it yourself!“

Ursula Schmidt, Director Marketing, Trend Micro Deutschland GmbH



"Akima are delivering an outstanding job communicating to our audience, ensuring the messages resonate with the DACH readers. Great job. Well done."

Nigel Hawthorn, EMEA Marketing Director, Skyhigh Networks



"We are constantly receiving very positive media coverage and increasing the awareness for Software AG in all tier 1 media. This is excellent work from Akima's team for strategy and financial communications who always walk the extra mile."

Byung-Hun Park, Senior Vice President Corporate Communications, Software AG

**further references upon request*

A person in a dark suit and helmet is running away from the camera on a rocky cliff. They are wearing large, white, rectangular wings that resemble a glider or a jetpack. Their arms are raised in a celebratory gesture. The background shows a vast, hazy landscape with a body of water and distant landmasses. The entire image has a semi-transparent teal overlay.

Are you ready? We are!

Contact

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