

PRESS RELEASE

Havana Orange flying high after just 18 months

With their new marketing and communications agency, Carsten Bickhoff and Stefan Ehgartner have committed uncompromisingly to providing integrated 360° campaigns. Revenues of over €2 million have already been reached for 2015.

Munich, 21 September 2015 - Carsten Bickhoff (43) and Stefan Ehgartner (47) are the two men behind Havana Orange GmbH, a marketing and communications agency focused on 360° campaigns that are challenging the specialist disciplines and silo mentality of more traditional agencies. Just 18 months after founding the company, Havana Orange already has numerous successful campaigns under its belt that prove the market is ready for a new type of agency. "We've been so overrun with new clients and contracts since we opened our doors that our own website and social media channels aren't even up and running. We haven't had time yet to get our own marketing concept going," explain Bickhoff and Ehgartner in unison. At this point, 12 full-time employees and a network of 20 freelancers work for Havana Orange, and revenues for the current fiscal year have already exceeded the €2 million mark.

Havana Orange aims to change the strategic planning paradigm with its creative solutions to marketing and communications challenges. No longer is the specialized discipline of an agency the great redeemer. Instead, problems are broken down neatly into their communicative elements before the required steps and disciplines can be extracted from their "DNA". "What good is it for a company to focus on PR and social media if its real problem lies with its business partners?" asks marketing and sales specialist Bickhoff. "And what is the benefit of great media attention when a brand is losing potential customers at the PoS or on the Internet?"

At a glance...

HAVANA ★ ORANGE

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Critically analyzing interdependencies and developing integrated 360° campaigns

In conjunction with partners and specialists from a variety of industries, Havana Orange is developing 360° campaigns based on the finely orchestrated interworking of individual disciplines. "Historically speaking, most agencies and companies still have a silo mentality. Each department or agency is reinventing the wheel instead of letting it spin faster," is how Ehgartner, a creative specialist, summarizes the situation. "There is typically no smooth transition or coordination of the content. When the communicative barriers between PR, social media, sales and marketing, etc. are lifted, you can increase the power of a campaign exponentially without any additional costs."

The birth and explosive growth of content marketing at the moment has created a wide range of new opportunities for agencies to get involved in the business of target group-focused campaigns. At the same time, agencies need to reinvent themselves in order to keep pace with the changing environment. The original "purpose of PR" is dead. Campaigns developed by Havana Orange of course cover the traditional areas of PR, social media, blogger relations, media buying, channel communications and marketing support, but the company has also completed projects with web shops, newsletters and CRM elements.

Innovation as the glue

Havana Orange specializes in making brands out of innovation and driving business development for these brands in Europe or even worldwide. Thanks to word-of-mouth publicity, the agency has managed in less than two years to garner more than a dozen clients in the consumer electronics, mobile devices, outdoor, sports, toy and fashion industries. An overview of the largest clientele thus far:

- **Raumfeld (Berlin)** – Provider of wireless multi-room streaming solutions. Havana Orange acted as the global lead agency for repositioning, PR, social media, blogger relations, business development, image video, media planning and media buying, trade shows and events, and marketing support.
- **KAZAM (London, UK)** – Provider of smartphones. Havana Orange managed the German-speaking (Germany, Austria, Switzerland) countries in Europe for PR, social media, blogger relations, marketing support, channel marketing, trade shows and events, media planning and media buying.
- **Bullitt Group (Reading, UK)** – Provider of rugged phones under the Cat® Phones brand and smartphones under the Kodak® brand. Havana Orange is responsible for PR, social media, blogger relations,

marketing support, channel marketing, trade shows and events, media planning and media buying in Germany.

- **Onapsis (Boston, USA)** – Provider of solutions for application security for SAP systems. Havana Orange is the European lead agency for Germany, Austria, Switzerland, Benelux and France for PR, blogger relations, lead generation and market research.
- **Basil (Ulft, Netherlands)** – Provider of stylish bicycle bags and accessories. Havana Orange takes care of PR, social media, blogger relations, trade shows and events in Germany, Austria and Switzerland.
- **Nutcase (Portland, USA)** – Provider of designer helmets for cyclists, water sports, winter sports, babies and children. Havana Orange supports PR, social media, blogger relations, marketing communications and channel support for Germany, Austria and Switzerland.
- **Duckworth (Bozeman, USA)** – Provider of urban adventure apparel for "Lumbersexuals" made of pure Helle Rambouillet merino wool from the USA. Havana Orange is responsible for the complete market rollout and business development for Europe.
- **EPOCH Traumwiesen (Nuremberg, Germany)** – Provider of a new type of jewelry bead called Aquabeads. Havana Orange was awarded the contract for the German rollout as well as for PR, social media, blogger relations, trade shows and events, media planning, media buying and TV advertisement production.
- **Port of Rotterdam (Rotterdam, Netherlands)** – Operator of the Port of Rotterdam. Havana Orange works closely with its office in Rotterdam for PR, lead generation and marketing communications in Germany, Austria and Switzerland.

Consulting for Equity

Havana Orange has successfully introduced a dedicated Consulting for Equity (CfE) program. Clients of the agency have the option of either traditional payment according to agency fee models or an incentive-based CfE approach. The offer is not just for start-ups, as is typically the case, but also for customer of all sizes.

With the CfE model, Havana Orange takes an entrepreneurial risk, receiving compensation for its agency activities in the form of a stake in the companies. In some cases, the two founders directly purchased a stake in the companies. Another version of this model is based on success-related factors such as revenues or other KPIs. It is also possible to combine traditional payments with CfE. "The CfE model has been very well received since the outset," say Bickhoff and Ehgartner. "For many companies this approach solves the problem of investing in building a market and developing business

without overburdening their capital resources. From the agency's perspective it is interesting because the consultation takes place on an equal playing field and clients immediately appreciate the agency's willingness to take a risk."

The services within Consulting for Equity include:

- Business development
- Building a sales and marketing organization
- Management
- Interim management
- Strategic management
- Strategic communications and marketing

The service here is not a special consultation in one area, but rather a holistic approach, from market analysis and product development to ongoing accompaniment and management of marketing, sales and sales structures.

About Havana Orange

Havana Orange is the youngest established marketing and communications network in Europe with offices in Munich (Germany), London (UK), Paris (France), Stockholm (Sweden), Rotterdam (Netherlands) and Gent (Belgium). With its pioneering focus on integrated 360° campaigns, Havana Orange is doing away with the traditional silo mentality in the communications industry. Using a finely balanced orchestration of a wide range of disciplines such as PR, social media, marketing communications, media planning and buying, channel marketing and business development, Havana Orange develops effective creative campaigns for companies looking to act quickly and successfully in competitive markets.

Some of the companies who have placed their trust in Havana Orange's comprehensive brand approach include Raumfeld, KAZAM, Cat® Phones, Kodak® Phones, Onapsis, Nutcase, Basil, VIVA Bikes, Duckworth and many other innovators in their specific industries.

For more information go to: www.havanaorange.de