

# HOW WE HELP BRANDS

MANDEL is a brand communication agency consisting of brand strategists, PR and marketing consultants with a strong focus on Europe and Scandinavia and offices in Stockholm and Munich. Our aim is to build and strengthen the communication set-up of brands and to develop a marketing strategy that works on home and export markets.

References:



Member:



Media Partner:



## WHAT IS YOUR EXPORT STRATEGY?

### BRAND STRATEGY & EXPORT

Since the start in 2000, we connect expanding Scandinavian brands with the German speaking area and help to find the right balance between core values, sales targets and budget, both in home and export markets.

We offer our international competence and agency network in the outdoor, sport and lifestyle market.

Our international services include:

- Brand Development
- Brand Launch
- Brand Export & Culture



## WHAT IS YOUR COMMUNICATION SET-UP?

### BRAND COMMUNICATION

We love communication concepts and to make people interact and spend more time with the brand.

Our close and constant contact network to special interest and trade press in Scandinavia and Germany means a real treasure.

Our communication services include:

- PR Scandinavia & Germany
- Media Consulting & Booking
- Social-Media Strategy
- Brand Events / Promotions / Sponsoring
- Text & Translation

Research: Nation Branding

## SWEDISHNESS SELLS: Brand Perception in Germany & Sweden

Nation Branding, our research and intelligence team, publishes reports and data in international branding and strategic communication.



This study covers the image transfers between the Nation Brand Sweden and Swedish Brands. Swedishness Sells: How the image of a Country influences Brand Perception and vice versa. Our comparative study of the Country of Origin Effect in Germany and Sweden. We also offer customized trend reports, culture studies, brand studies and inspiring workshops.

Download free at [www.mandel-consulting.com/reports](http://www.mandel-consulting.com/reports)

Call us at +46 (0)8 222 022 for more information.



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MANDEL loves brands and the communication of their story, operates from offices in Europe and Scandinavia and helps brands to go abroad, since the start in the year 2000. Mandel · Wallingatan 12, Stockholm · +46 (0)8 222 022 · [www.mandel-consulting.com](http://www.mandel-consulting.com)

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