

*agency*  *hai.at*

COMMUNICATION WITH A BITE

**Smart. For your plans.**  
**Agile. For your requirements.**  
**Efficient. For your success.**



## **Targeted communication with a Bite!**

Your products deliver what they promise. Your services are superb. The only thing possibly missing is that all those concerned are aware of them: Your target groups. Smart, individually planned and targeted communication is the key to success. Communication with a bite makes you and your brands known and distinguishable, making them rise above the competition. A long-term competitive edge.

## Your Benefit – our Competency

### Sales-oriented Communication

agency hai.at is a smart and successful agency for sales-oriented communication. Our focus is on PR / press work and advertising. We distinguish ourselves from others by means of an efficient style and our know-how. By means of our networks and our abilities. This is our USP.

Communication with a bite!

## Your Success – our Profile

### This is what distinguishes hai.at

Practical experience, commitment and knowledge - for your communication:

- Professional journalists and excellent media contacts
- Long-term work as financial and trade journalists: Die Presse, Standard, WirtschaftsBlatt etc.
- Professional creative advertising pros
- Excellent networks in the media, economy, society and political field
- International communications partners: Germany, France, Great Britain, Italy, Switzerland, Spain, Turkey, CEE region etc.
- Discretion and personal effort
- Advisory services through competent and loyal consultants
- Customer care is handled by the owner of the agency

Communication with a bite!

# Our Service Portfolio

## Perfection by agency hai.at

Professional consulting, strategic planning,  
target-oriented operational implementation and measurement of results:

- **Public Relations – Press Work & Target Group PR**

Targeted media work and media relations  
for your broad and ongoing media presence  
Precise PR measures for on-the-spot addressing of target groups

- **Advertising**

Creative work and media planning for printed media, online media, TV / radio,  
below the line (BTL)

- **Lobbying & Relationship Management**

Interest-lobbying for your goals

Communication with a bite!



## The Team – agency hai.at Your Success Guarantee

### Management

3 Senior Consultants / Consultants  
2 Assistants

### Agency Head

Herbert Aigner - founder and owner

Financial journalist since 1985  
PR consultancy since 1996  
Studies in “Communications Science”, UAS Vienna  
Post-graduate PR course, University of Vienna

### PR and Media Work

PR/Communications: Senior Consultant and manager in leading PR agencies

Radio / TV: Presenter and reporter at ORF (Radio NÖ, Ö3 and youth programs)

Printed media: Journalist, daily paper editor (Kurier, WirtschaftsBlatt. Die Presse, Der Standard),  
trade magazines (HGV-Praxis etc.)

Editorial fields: Economy, IT, politics, careers

Press departments: Press Office MTV (London), Press Officer EDU (European Democrat Union)



# References & Projects

We service national and international clients from multiple industries:

Finance & Banking - IT & Telecommunications - Media & Economy - Personnel Service Agencies - Industry, Trade & independent Professions - F & B / Hotels & Gastronomy - Automotive

## Finance & Banking

- Invest AG / RLB ÖÖ - Private equity
- KBC Bank Deutschland AG / KBC AM - Banking / asset management
- P.S.K. AG (BAWAG P.S.K.) - Banking

## IT & Telecommunications

- Actebis Österreich - IT distributor / producer
- CA Österreich - International IT company
- Columbus IT Partner - International IT company
- frontworx AG - IT & BI solutions
- Gentic Net.Solutions - IT & eGovernment
- Imposult - BI Solutions
- Sopus Group / DATAplexx - IT & Telecommunications
- TNS Telephone Network Services - Telecommunications
- VMCP / Vienna Management Consulting Partners - Consulting (processes & IT)

## Media & Economy

- Deutsche Handelskammer in Österreich (DHK) - German Chamber of Trade in Austria
- Mediaprint (Kurier) / Frankfurter Allgemeine (FAZ) - Publishing house
- Styria Verlag (Die Presse) - Publishing house

## References & Projects

### Personnel Services

- GetWork - Personnel services provider in Austria (in A: Rank 12)
- Powerserv Austria - Personnel services provider in Austria / Europe (in A: Rank 2)
- StepStone - Internet job portal

### Industry, Trade & independent Professions

- glas-technik - Industry / special glass constructions / architecture
- HMI - International real estate construction and realization
- Wiener Silberschmiede - Vienna silversmiths, formerly Kleeblatt Silber, formed 1882
- WEVIG - Real estate construction and administration
- Medical Doctors - Architects - Attorneys

### F & B / Hotels & Gastronomy

- Der Tschürtz - Manufacturer of delicatessen “Hammerfleisch”
- Duran International - System gastronomy / franchise
- Eürest BetriebsrestaurationsgmbH - Wholesale system gastronomy
- mailberg valley - Austria’s oldest viniculture association
- Majestic Imperator - Dinner & nostalgia train
- Weinbauverein Gols - Austria’s largest viniculture association
- Weinkellerein Brioni - Vienna / Croatia - traditional wine trade

### Automotive

- Intercar Austria - Skoda Austria

*agency*  *hai.at*

COMMUNICATION WITH A BITE

Landhausgasse 4/1a  
A-1010 Vienna

Tel: +43/1/405 50 52-11  
Fax: +43/1/405 50 52-20  
E-Mail: [h.aigner@agentur-hai.at](mailto:h.aigner@agentur-hai.at)  
[www.agentur-hai.at](http://www.agentur-hai.at)