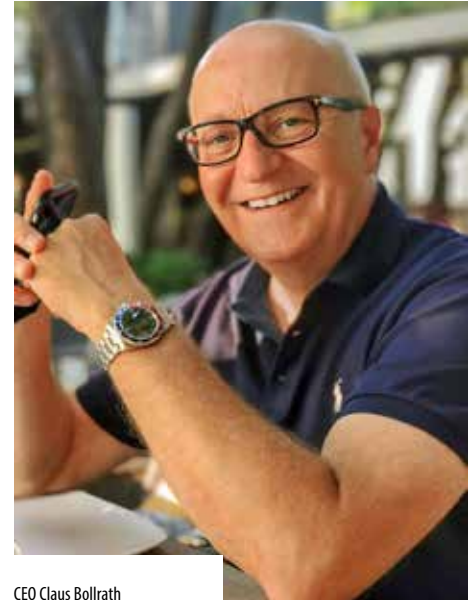


“The agency that actually not exists.”

Since 1983, Jacques D. has focused on discretion and understatement. The full service agency has a clear explanation for this unique selling point: it is a “sign of appreciation”.



CEO Claus Bollrath

While competitors invest a great deal of time and energy in the way they present themselves, Jacques D. focuses on understatement. Though the agency looks after international budgets, develops and manages brands, creates products, packaging and shops, and designs add-on product lines for prestigious clients, it is almost never visible during the process. “We place no value on self-adulation, instead we invest our time in the projects of our customers,” says managing director Claus Bollrath. “It is not uncommon for us to be thanked with a recommendation.”

Close to unique in the industry

“We do not speak about our clients and we do not put our work on the web; instead we practise absolute silence,” says Bollrath. The trained designer and marketer has been leading the full service agency for 35 years and has a clear explanation for this unique selling point: “Discretion is a sign of appreciation. Our clients are not paying us to advertise their names. Naturally, we are happy to provide references, but only in the context of a personal meeting.” A philosophy that is close to unique in the industry.

Closing the ranks between the physical and digital world

Swimming against the current is admittedly difficult, but the success has proved Bollrath right. Alongside the Production Office in Hong Kong, there has been a subsidiary in Pristina for some time. Since March 1st of this year, there has also been a representative in Turkey. “We think cross-media and advise from the strategic planning stage to execution. We plan trade fairs and events, shops (from concept to shopfitting). We implement campaigns (print/digital) and company reports, develop competitions and bonus programmes. We close the ranks between the physical and digital worlds,” explains Bollrath.

Pioneer in Augmented Reality (AR)

“With Augmented Reality we are currently experiencing the merging of the physical and digital worlds. This technology will permanently change the way humans communicate and interact with humans and brands,” according to Claus Bollrath. “We executed our first AR project five years ago and as a result we are effectively pioneers in this area. Today we make products, events and con-

cepts emotionally tangible and provide the entire service chain from a single source.”

Augmented Reality as a campaign component

At present, alongside many other projects, the museum of a well-known Bundesliga club in the Ruhr region is being brought to life by Jacques D. What’s more, the agency is currently executing various projects in Turkey for a professional club and a large telecommunications provider. Co-operation negotiations with a famous Turkish pop star and a leading provider of consumer electronics are nearing completion. “In Augmented Reality, I see a useful campaign component in the face of dwindling attention spans,” says Bollrath.

German original by Reinhold Häken

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Since 1983

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