

# Facts about Publico Kommunikation

Publico is a communications agency that helps knowledge-intensive companies gain attention, sympathy and market share. We love working with experts who are nerds in their own niches. We love people and organisations doing important things that are difficult to explain. This is where we come in. We transform complex products and processes into stories that are both meaningful and memorable. The purpose of our work is for our customers to be found, understood and preferred.

## Publico has four specialist areas:

### Strategy

A good communication strategy makes it easy to support your organisation's goals in day-to-day communication. Publico helps develop communication strategy, branding strategy, press strategy, campaign strategy, SoMe strategy and strategic crisis management.

### Content

Content is king, no matter whether we call it inbound marketing, press relations, campaigns, employer branding or internal communication. Publico helps to develop ideas and produce content in the form of articles, blog posts, white papers, e-books, videos, press releases, animated films, podcasts and a host of other formats.

## Publico provides:

Annual reports
CSR communication
Campaigns
Change Communication
Communication health check
Communication strategy
Content marketing
Core stories
Crisis Communication
Customer cases
Direct mail
Factsheets
Films and web TV
Focus groups and interviews
Inbound marketing
Internal communication
Journalism

### Distribution

Your excellent content needs to be noticed if it is to create an impact on your target audience. Publico helps select and publish on the channels that make the most impact, such as email, social media, Google, newspapers, TV, radio or other channels. We can distribute both organic and paid content.

### Effect

Are your communication efforts really working? Publico helps define success criteria and benchmarks and ensures continuous reporting of results. This applies whether the goal is knowledge, conversion, lead generation, opinion changing, customer satisfaction or something quite different.

Magazines
Media training
Media surveys
Newsletters
Op-eds and debate posts
Press releases
Press Strategy
Residential strategy
Seminars
Social Media
Surveys
Text creation
Videos
Websites
Website health check
White papers
Workshops

## Contact:

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## The team:

Publico Kommunikation has 23 employees in positions such as communications advisor, digital consultant, communication consultant, copywriter and marketing consultant. Publico was founded in 2001 by Uffe Lyngaae, who is still the CEO.

## About us:

- Founded in 2001
- Employ 23 full-time consultants and advisors
- Turnover of DKK 20 million
- Biggest PR agency outside Copenhagen
- Positive result in all financial years
- Rated 4.42 (1-5 scale) in our latest customer satisfaction survey
- Rated 4.33 (1-5 scale) in our monthly internal job satisfaction survey
- 60/40 mix of private companies (B2B) and public sector organisations

## Membership:

Dansk Erhverv  
Kreativitet & Kommunikation  
Business Club Aarhus  
Erhverv Aarhus  
Dansk Markedsføring  
DMJX' advisory board  
VL-21  
Klcopywriting



## Selected references:

