

Agency profile

RadeMakkers

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RadeMakkers

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RadeMakkers, 360° advertising agency.

If you are an advertiser searching for an agency, what are you looking for? Does the agency deliver good and effective work? That is probably how you start your selection process. Are they experienced with similar products, services or target audiences? Also very important. Do they understand brands and results? Is their thinking and acting integrated? Can I afford them? Can I be proud of them? But the most important is: what kind of people work there? Energy is the most important component of the people at RadeMakkers. We only work with people who have an energetic attitude and dedication. Our main characteristics are professional, sincere, inspiring, committed and transparent. We like our people to have fun too, because happy people make better work. That is why our mission is:

Making better work.

We realize that this does not sound very exciting, but it is the most important promise an agency can offer. We focus on strategies, creating concepts and the realization of clever activation campaigns that generate results and do not allow ourselves prejudice when selecting the right tactic or medium. So we come up with a variety - or a mix - of solutions. This can be an activation concept that mainly generates free publicity, a CRM concept, a direct mail piece, an online concept, a striking sales promotion, a print or outdoor campaign, an event, a loyalty program, a brochure, a TV commercial or TV program, a packaging design, mobile- and email marketing solutions, personalized video content, or even a new management book.

We distinguish ourselves through our closeness with our clients

We realize that we are a service provider. When our organisation is involved, the working process must be perfect. RadeMakkers has a structure that ensures this. Clients are involved in this process. This way we create cooperation in partnership where the involvement and contribution of the agency to the client's business is remarkably high.



No lack of experience.

The agency was founded in January 2008. The directors together have more than 75 years of experience. They have worked at international agencies and have had their own agencies. They have won all the awards anyone can think of. For advertising, direct marketing, activation, sales promotion, narrowcasting, online, TV and even for design. For financial services, fast moving, retail, government, durables and non-profit. From cars to environmental issues. From non-profit organizations to commercial banks. From super-markets to specialized shops. From beer to pharmaceuticals.

Moving consumers.

We believe building brands in competitive markets is a waste without an activation component. The days of just informing and pleasing consumers are behind us. That is why we focus on communication that activates. We always have brand values and a clear positioning as a starting point. Activation and positioning go hand-in-hand with us. This is where our expertise, our foundation and our power lie. For us moving consumers and with this achieving the intended results for the advertiser counts above all.

Always result driven.

It is our goal to be the best activation agency. Therefore we are somewhat demanding of ourselves. We create results driven campaigns in close cooperation with our clients. Involvement with our clients is a central value. Quality, fun and transparency are important ingredients. Creativity is essential. We are a full service agency that invents clever and effective solutions, focused on the brand. That is why the claim of RadeMakkers is:

We put your brand to work.



No monotony.

Some agencies are recognizable for the work they create. At RadeMakkers we believe an agency signature is not important, we rather focus on the client's signature. So, we always deliver material fully in synch with the target group, the challenge and the aimed effects. This makes our work so diverse. After all, no one problem is the same and all require the most original and appropriate interpretation each time. Within the agency there is no preference for a certain medium or instrument.

Clarity in financial matters.

We always pre-estimate and do not start working before you give your approval. The first estimate is an indicative quote for the whole project. Then there are estimates for two phases; 1. strategy & concept and 2. execution. This way you know exactly what to expect. Alternative ways of remuneration are also possible, like ones that are related to results or success.

Our organization is as flat as it can be.

Our 'Makkers' participate in the company. They have become a 'Makker' because they want to be very involved. We do not have, nor want, a hierarchical account management structure. We use few organisational layers and aspire to optimal accessibility. Each client has a 'Makker' who deals with all of the client's interests. He or she is responsible for all current business, but all the 'Makkers' take their responsibility.

It's the people who matter.

In the agency business; it is the human factor that determines the quality since we do not sell any physical products. It is about the ideas and the way they are created and implemented. Experience and knowledge are of key importance. Our regular team exists of six key people who are discussed in a different chapter.



Flexible capacity.

RadeMakkers has 10 fully equipped work places, which are used by our dedicated freelancers when needed. For external productions we prefer to work with a loyal group of selected, qualitative partners. With this we can act as a network agency. Our flexibility allows us to deal with large clients and complex communication tasks as well.

Direct contact with the creators.

No organisational layers between agency and client are our characteristic. Clients liaise directly with the creative and strategic minds within the agency. Our involvement is remarkably high. Our strength lies in the development of strategy and concepts, but we are able to fully serve our clients and, irrespective of the means, fulfil any production stage.

An entrepreneur mentality.

We are entrepreneurs and for this reason we work with alternative forms of remuneration, for example those linked to success. With such an agreement important objectives are formulated carefully and here RadeMakkers has an explicit influence on the choices that have to be made. Within this, the agency is allowed to steer the fulfilment of the communication campaigns, since it is the only way we can influence the results to be obtained. We achieve this with a claim bonus/claim penalty system that applies to our charged hour prices.



Brands & Makers.

RadeMakkers is part of a strong creative and business coalition that works closely together. This coalition exists, besides RadeMakkers, out of MacGyver, Macloud and Propagator.

- RadeMakkers, the concept makers.
- MacGyver, the art makers.
- Macloud, the sound makers.
- Propagator, the business makers.

MacGyver are art- and film makers. This no nonsense production house is Amsterdam based, but is also producing in Hamburg, Moscow, Istanbul and Miami.

Macloud sound makers, also Amsterdam based, is a creative sound and music studio, specialized in sound design.

The people of Propagator, also Amsterdam based and operating in Istanbul and Dubai, are business makers. This brand advisory firm makes international expansion more profitable.

The promise of Marks & Makers is that we generate complete 360° (*local and international*) communication solutions without medium or tactical prejudice. But always result driven. We are a one stop shop for both small as well as big advertisers.

As one of the few Dutch agencies we are specialized in personalized video content. This concerns not only the development and production. Together with a technical party we have developed the techniques for automated distribution of this content for mobile phones and tablets. We believe that this new medium has the future, as it is very impactful and really low cost. It can be used for brand awareness as well as for brand activation.



Working method.

RadeMakkers is a full service agency. Our activities are related to:

1. Strategy development: the development of marketing communication strategies, internal branding strategies and brand activation strategies.

2. Concept development: the development of creative concepts for all communications. Since we work with a wide range of media, this could be house style, TV commercials, brochures, print, magazines, outdoor, websites, premiums, DM campaigns, banners, events, promotions, guerrilla actions, packaging, etc.

3. Realisation: the execution and production of all communications, using the services of several carefully selected and proven specialized partners.

4. Media strategy and planning: the development of a media and means strategy and media plans and also the buying of media space, working with the services of specialized media agencies.

5. Public relations: the development and the execution of a public relations plan, using the services of a specialized PR agency.

6. Social, mobile and online media: the development and execution of strategies for the use of social and mobile media, together with the services of specialized partners.

Interpretation of activities.

Our activities always start with a briefing from the client about his targets and objectives. Thereby the client procures as much information needed about the market/product or service/target audience/competition etc. that we need to accomplish our activities for them.



The agency provides a debriefing where supplementary input and insights are processed and choices are made with regard to proposition and communication message/s. This is accompanied with a timetable and a budget. After all of these are approved, the agency starts.

For optimal collaboration RadeMakkers prefers to work with regular meeting/contact times. This concerns progress meetings and more substantive meetings with regard to (market) developments, progress, competition, research, etc. at the appropriate times.

We think it is important that evaluation meetings take place (about campaign effects as well as the collaboration) and financial reports (for cost control and transparency.)



Clients of RadeMakkers.

<i>Client:</i>	<i>Brand/product/service:</i>	<i>Category:</i>	<i>Since:</i>
Telegraaf Media Group	Media-publisher	B2B & Consumer	2008
Rehamij Netherlands	KIXX protective gloves	Consumer	2008
MTV Networks	Broadcasting	B2B & Consumer	2008
NVKL	Association of Installers	B2B	2008
Life & Garden	Garden centres	Consumer	2008
ResetManagement	Consultancy	B2B	2008
KARWEI	Chain of DIY-centres	Consumer	2009
Cheng Shin Holland	CST bicycle tires	B2B & consumer	2009
Tele2 Business	Telephony, internet, mobile	B2B	2009
Telegraaf Media	National media	B2B	2009
VROUW	Magazine, paper, site	Consumer	2009
Autovisie	Magazine, paper, site	Consumer & B2B	2010
DA, KARWEI, FRS, BP	Promotion KRAZZA	Consumer	2010
Duis Cycle Products	MOVE bicycle lights	B2B & consumer	2010
Peugeot Van Zwienen	Automotive	Consumer	2010
Cheng Shin Holland	MAXXIS bicycle tyres	Consumer & B2B	2010
Brand New Day	Insurance	Consumer	2010



Clients of RadeMakkers (*continuation*).

<i>Client:</i>	<i>Brand/product/service:</i>	<i>Category:</i>	<i>Since:</i>
Wantogo	Radiuz mobility card	Consumer & B2B	2011
Keesing Games	Stratego.com	Consumer	2011
Israel Tourist board	Promotion tourist destination	Consumer & B2B	2011
Dichtbij	Regional websites	Consumer & B2B	2011
Connekt	Lean and Green	B2B	2011
Nederlandse Energie Maatschappij	Energy	Consumer & B2B	2011
Eye Film Institute	Museum	Consumer & B2B	2012
HP/De Tijd	Newsmagazine	Consumer	2012
WereldOuders	Non-profit	Consumer & B2B	2012
Van Doorne N.V.	Lawyers, tax experts	B2B	2012
GVB Amsterdam	Public transport	Consumer	2012
DRS Estate Agents	Office rental	B2B	2013
SalesForce	Software	B2B	2013
OnzeMannen.com	Heating	Consumer	2013
Carezzo	Bakery products	B2B & consumer	2013
Vita Talalay	Matrasses	B2B & consumer	2013
M-Tel	Telephony, VOip	B2B	2013



Client experience.

Retail:

Albert Heijn, BelCompany, Gall&Gall, Texaco, Intersport, Hout-Brox, Bristol Shoes, Baderie, Zeeman, Prénatal, Decorette, Intratuin, KARWEI, Hubo, Halfords, Shell, KFC, Bijenkorf, Domino's pizza, Schiphol Retail, HEMA, Blokker, Fina, BP Benelux, Budget Rent a Car, Mobil, Riviéra Maison, Blokker, Pearle, Life & Garden, V&D, MyCom, Hästens.

FMCG:

Remia, Magnum, Stegeman, LU, Bacardi-Martini, La Trappe, Ola, Moreeke, Anta Flu, Red Band Venco, Melkunie, Amstel, Unox, Heineken, Douwe Egberts, Hertog Jan, Niemeyer, Friesche Vlag, Vrumona, Moreeke, Omo, L'Oréal, Smirnoff Ice, Bavaria, Sara Lee Foods.

Tourism:

Flemish Tourist Board, Cathay Pacific, Martinair, British Airways, Hotelplan, KLM, Garuda Airlines, ANVR (Association of Dutch Travel Agencies), Israel Tourist board.

Government

Ministry of Foreign Affairs, Ministry of Defence, UWV (Institute of Employee Insurances Execution), City of Amsterdam, NVLN (Air-traffic Control Netherlands), City of Utrecht, Connekt (Lean and Green), EYE Film Institute Netherlands, GVB Amsterdam (Municipal Transportation System).

Financial:

Sterpolis, SNS Bank, Nationale Nederlanden, Hooge Huys, Proteq, ING, Robeco, Amex, Klap, ABN AMRO, Loyalis, VvAA, MasterCard, Brand New Day, Alex.

Services:

Dactylo, PTT Post, NS, Leaseconcept, Autobytel.nl, Amvest, Freebees, Dutch Medical Group, TNT, Microsoft, Houthoff Buruma, Monuta, ResetManagement, Airmiles.

Non-profit:

Tolerance Unlimited, Animal protection, SOS Kinderdorpen (Child care), Postcodeloterij, Rode Kruis (Red Cross), VOK, IFAW, Natuurmonumenten (Nature preservation), De Kindertelefoon (Child helpline), Spieren voor Spieren (Muscle Illness), Astma Fonds (Asthma), National Epileptic Fund, War Child, BankGirolooterij, ikgeloofindialoog.nl Rheumafonds (Rheum fund).

Employment:

Nauta Dutilh, Stibbe, GlaxoSmithKline, Citroën, NVKL, RAI, Ahold, Dactylo, Telegraaf Media Group, Dichtbij.nl, Van Doorne, Sony Netherlands, Sigma Coatings, RetailNet, KBB, Ministry of Defence.



Durables:

Hästens, Toshiba, Grundig, Maxi Cosi, Inventum, Sony, HillHout, Aquata, Björn Borg, 3M, Neil Pryde, Vermeulen Hollandia, Michelin, Mistral, Clarks, The Bicycle factory, Philips, Batavus, Samsung, KIXX, CST, Maxxis, Move.

Pharmaceuticals:

Merck Sharp & Dohme, Bayer, Organon, Bausch & Lomb, GlaxoSmithKline, Pfizer.

B2B:

Sony Professional, DAF, Scania Vabis, ABN AMRO, Hoffmann Company Investigations, REAT, DHL, Air France-KLM Cargo, Microsoft, PTT Telecom, Amvest, ING, Dutch Medical Group, ACTM, Maxxis, Nederlandse Energie Maatschappij, CST, Tele2 Business, Move.

Automotive:

Skoda, BMW, Budget Rent a Car, BP Benelux, Mobil, Fiat, Sixt, Mitsubishi, Texaco, Citroën, Opel, Volvo, Honda, Fina, Shell, Jaguar, Ford, Toyota, Kia.

Telecom e³ Energy:

Nuon, KPN, @Home, PTT Telecom, Planet, Samsung, Vodafone, Essent, Global One, Tele2, Nederlandse Energie Maatschappij.

Publishing:

Telegraaf, Surf Magazine, MTV Networks, Damiate, GayPaper, CBS Outdoor, ORN, Readers Digest, Telegraaf Media Group, PowNed, Volkskrant, NCRV, Autovisie, VROUW.

Collective:

NVKL, Garden Branch Holland, NOC*NSF, FME-CWM, RAI, VNU Exhibitions.



RadeMakkers

We put your brand to work ©

