

# INTERNATIONAL PR NETWORK

**Germany - United Kingdom - France - Italy - Spain**

# International reach

International reach means being present and able to support clients for campaigns in other countries. In 2002, we created a network of five European media and public relations firms. They work together, meet regularly and share campaigns by common clients.

GERMANY (Hamburg & Munich)

UNITED KINGDOM (London)

FRANCE (Paris & Grenoble)

ITALY (Milan)

SPAIN (Barcelona)

We also work with an American public relations firm : Backbone Media (Carbondale - Colorado - USA) specializing in sport and outdoor activities, with whom we share clients as Polartec®, Black Diamond...

European PR network : 35 people specialized in PR.

# Where we are

- **Germany : Projects**

Löwenstraße 21 - 20251 Hamburg - Tel. +49 (0) 40 – 41 35 36 81 - Fax. +49 (0) 40 – 41 35 36 83

[www.projects-hamburg.de](http://www.projects-hamburg.de)

- **Italy : ThreeSixty Communication**

Via Tortona, 14 - 20144 Milan - Tel. +39 02 89421187 - Fax +39 02 89421214

[www.3-60group.com](http://www.3-60group.com)

- **UK : Spring PR**

Barnby House - Parkers Lane - Kington Langley - Wiltshire SN15 5PH - Tel. +44 [0] 1249 750819

[www.springpr.com](http://www.springpr.com)

- **France : Alternative Media**

Grenoble : 4, boulevard Gambetta - 38000 Grenoble

Paris : 32, rue du faubourg Poissonnière - 75010 Paris

Tel. + »33 (0)476 120 133 - Fax. +33 (0)476 265 268

[www.alternativemedia.fr](http://www.alternativemedia.fr)

- **Spain : Triada**

Vía Laietana 21, entlo. A - 08003 Barcelona -Tel. + 34 932 687 320 - Fax. + 34 933 191 070

[www.triada-es.com](http://www.triada-es.com)

# Who we are

- **GERMANY - PROJECTS - Martina Kink - Hamburg**

In 1994 Martina Kink opened her PR Agency near Munich and moved 1999 with her agency PROJECTS to Hamburg. She and her team are specialized in the sailing, outdoor and sports fields as well as in lifestyle, sportswear and cosmetics. Motto: Flexibility and Individuality.

**Languages:** German, Italian, English

**E-mail:** [martina.kink@projects-hamburg.de](mailto:martina.kink@projects-hamburg.de)

**Customers:** Henri Lloyd - Polartec® - PrimaLoft® - Ligne St Barth - Matahari Beach Resort & Spa - Lafuma Group with Lafuma and Millet - Goldwin - X-99 World Championship - Nanocoat

- **UNITED KINGDOM - SPRING PR - Stephanie Briggs - London**

Born in Devon - studied business studies and environmental policy. Worked with a PR agency handling the communications for UK Government initiative, Business Link, as well as handling PR for local legal firms and financial institutions. Moved to take a position as a trainee journalist moving to assistant editor for Bicycle Business [a trade title] and, later, On Your Bike [consumer title]. Later specialised in the UK outdoor industry and became an account handler for ingredient brands such as Pertex and consumer brands such as Snugpak and Lowa.

**Language :** english

**E-mail:** [stephanie@springpr.com](mailto:stephanie@springpr.com)

**Customers :** Polartec® - PrimaLoft® - Ronhill - Sprayway

# Who we are

- **FRANCE: ALTERNATIVE MEDIA - Alexandre Bérard - Paris & Grenoble**

Born in Grenoble, Alexandre holds a degree in management and communication from the city's Institute of Business Administration (IAE). He started his career at the tourist board in Tignes (Savoy) then worked for eight years as the press officer of an advertising firm, representing customers such as Vuarnet International, Gucci Timepieces, Avoriaz and Bouygues Telecom. In 1995 he started Alternative Media, a media and public relations firm specializing in the sports business, leisure, travel and more particularly mountain and outdoor activities.

**Languages** : French, English.

**E-mail:** [alex@ampr.fr](mailto:alex@ampr.fr) & [aberard@360group.fr](mailto:aberard@360group.fr)

**Customers:** Head Tyrolia Sports - Polartec® - PrimaLoft® - Lafuma - Black Diamond - Penn - Paradiski  
Le Chameau - Montchavin-Les Coches - Sherpa Alimentation

- **ITALY: ThreeSixty Communication - Brigitte Knopf - Milano**

Born in Coburg, Germany - Studied languages and economy in Munich. Professional experience includes working closely with major German advertising agencies and in the press office at Bayer Italy. In 1989, she started ThreeSixty Communication.

**Languages:** German, English, Italian

**E-mail:** [bknopf@360group.it](mailto:bknopf@360group.it)

**Customers:** Scarpa- Polartec® - PrimaLoft® - Goldwin - Mountain Safety Research - Smartwool

# Who we are

- **SPAIN: TRIADA s.c.p. - Vilma Ortiz Pagnucco - Barcelona**

Born in Buenos Aires – Studied Marketing & Communications. Before the set up of Triada s.c.p. worked for brands like Moët & Chandon, Johnnie Walker, Cardhu, Banco de Santander, Toshiba Computers Spain as PR Manager. Also was the Director of the International Press Room during the Olympic Games'92 in Barcelona.

**Languages:** Spanish, English, Italian

**E-mail:** [vortiz@triada-es.com](mailto:vortiz@triada-es.com)

**Customers:** Cebe - Charmant - Dynafit - Elle - Esprit - Hugo Boss - Kernel - Polartec® - Salewa - Silvretta - The North Face Sunglasses - Toshiba

# Where we operate

- **PUBLIC RELATIONS**

- Classic Public Relations
- Media relations
- Institution and public affairs
- Crisis management
- Economical and financial pr
- Sponsoring
- Corporate image
- Events

- **MEDIA**

- Competitors investment analysis
- Media planning and buying
- Buying of local and European media space