

Agency description

KOBALT BSW

Kobalt AG
 Marketing und Kommunikation BSW
 Seeburgstrasse 18
 6006 Lucerne
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 info@kobalt.ch
 www.kobalt.ch

Main business areas:

- Communication strategy and concept development
- Corporate Design and Identity
- Classic Advertising
- Direct Marketing & Lead Generation
- Radio/TV
- Media Planning and Buying
- Internet and New Media
- International communication
- Sales promotion

CommWorld contact person/s:

Matthias Felder
 Claudio Bossi

Salient facts

Established
 1960/2001

Corporation registration
 Limited liability company

Management
 Claudio Bossi, CEO
 Matthias Felder
 Oliver Stadelmann

Total employees
 9

Turnover
 approx. EUR 1.000.000

Media Billings incl.
 yes

Agency profile

Kobalt is a full service communications-, advertising- and creative-agency. Driven by the means of integrated communication and marketing, we support local as well as international brands by applying our specific skills and disciplines to meet the expectations of our customers. One of our major assets is to lead projects in a structured manner. We bring in different points of views and ideas.

These factors – combined with fantasy and creativity – result in entire satisfaction of our clients thus enabling them to generate awareness, leads and revenue swiftly.

Current major clients

AgaNola AG
 asset management

ATS-Tanner AG
 binding machines

Bachmann Displays AG
 displays and POP materials

BDO Visura AG
 consulting services

Centralschweizerische Kraftwerke AG
 energy

Frey Orthopädie-Bedarf AG
 comfort shoes

Hapimag Tandem Tours
 tourism

InterCheese AG
 cheese business

Kordeuter
 interior design

Luzerner Kantonalbank
 financial institute

Medici
 luxury homes

Ocean Spray
 cranberry juice

OpoPharma
 pharma

Perlen Packaging
 packaging industry

Private Selection Hotels
 4 and 5 star hotels in Europe

SBB Immobilien AG
 real estate

Schätzle AG
 oil business

ShareWood AG
 investment

Swiss Dialog Marketing Price
 direct marketing event