

Agency description



727 communication as
 727 research aps
 727 online as
 727 cph as

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Main business areas:

- Strategy, planning & concept development
- International communication
- Research and market analysis
- Corporate identity
- Graphic design
- Package design
- Online marketing
- Trade marketing

CommWorld contact person/s:

Tom Elert
 Flemming Kok

Salient facts

Established
 1972

Corporation registration
 Private limited company

Management

Tom Elert, General Director
 Flemming Kok, Director
 Anette Grothe, Account Director
 Kim T. Michael, Creative Director
 Anders Bregendahl, Online Director
 Peter Grumsen, Trade Director
 Susanne Qvist, Research Director
 Kenni Lahn, Production Manager

Total employees
 42

Turnover
 EUR 6,644

Gross Profit
 EUR 2,468

Media Billings incl.
 yes

Agency profile

An old, successful, Danish advertising and marketing agency established in 1972 was re-invented. In November 2003 727 communication as had it's unique grand opening. Lady Patricia – an old Boeing 727 and a new airport terminal was placed on one of the busiest freeways in Denmark.

The plane and the terminal building are now 727's headquarters. Within one year after the grand opening the brand awareness rate jumped from 20% to 85%. Click rate on the agency's website increased to 150,000 pr. month. The number of employees grew from 16 to 30. And more than 3,000 business executives visited the agency. In 2004 EBIT grew with 183% and the gross profit continue growing.

What happened?

"We did what we tell our accounts to do" says the General Manager Tom Elert. A unique, creative idea + coherence in corporate identity + outstanding visibility created impressive results. Lady Patricia – the old, now restored Boeing 727 - became 727 communications unique trademark and headquarter.

727 regard a company, a product or a brand as a medium. We regard consumers as mediums and as potential brand builders. When consumers understand the brand and have the right brand perception they get involved in the brand. At this point they have a crisp and clear opinion about the brand which enable them to communicate the story of the brand which makes them brand builders.

This way 727 converted a company name to a unique brand in the Danish Advertising and marketing industry. And it is this philosophy that 727 share with their accounts.

727 focus on and seek idea driven companies who are passionate about their brands, products or services. We only want to work for marketers who truly want to make a difference in their category.

Current major clients

Agrova Foods

Danish Agriculture Associations food division

Arla Foods

One of Europes leading dairy corporations

BMW Financial Services

Financing

Carlsberg

Probably the best beer in the world

Danisco

One of the world's leading food ingredients companies

Danish Crown

One of Europes leading pig slaughterhouses

Danish Meat Association

The Danish Bacon and Meat Council

Disney

Entertainment

Dreamworks Pictures

Entertainment

El-Salg

Appliances and household products – 300 retailers

Fox

Entertainment

Lantmännen Unibake

Frozen bake off products, Royal Danish Pastry, Pastridor

Marcus

Young mens fashion – retail chain

Nordex Food

High quality dairy products to the global market

Paramount Motion Picture Group

Entertainment

Royal Greenland

One of the world's leading groups within seafood products

Skovby

Excellent dining furnitures

Silvan

Do-it-yourself stores in Denmark and Sweden

Sony Ericsson

Mobile handset industry

Svane Køkkenet

Designer kitchens

Tulip Food Company AS

Processed meat products