

ABOUT US

WE SHAPE DIGITAL BRAND COMMUNICATION - AND DRIVE THE TRANSFORMATION OF BUSINESS MODELS WORLDWIDE.

The world is changing faster than ever. The **digital revolution is increasing the pressure on companies** and industries enormously. Communication is changing in the digital age and gaining enormous relevance.

Our broad understanding of digital transformation enables us to support **customers from a wide range of industries**. Whether corporations, SMEs or individuals from sports, politics and industries such as automotive, finance or FMCG - we help our customers to reach their target groups via social media platforms.

We position our clients' brands globally via all relevant social media channels, including Facebook, Instagram, LinkedIn, Snapchat, Twitter, WeChat and Sina Weibo. This enables us to create **active brand communities**, promote dialogue between customers and users and successively integrate social media into the value chain.

LOBECO was founded in 2014 by Managing Director Lorenz Beringer in Munich. With his many years of experience, he regularly gives students insights into the social media world as a lecturer. He is a frequent guest at the Munich Business School and the Universities of St. Gallen, Bayreuth and Mainz where he lectures on current topics.

LOBECO now has around **70 employees in Munich, Shanghai and Zurich**, spread across the areas of consulting, social media management, creative, performance marketing and data analytics.

OUR WORK

STRATEGY

Comprehensive social media strategy development process through the definition of goals, target groups and KPIs, the definition of the platform architecture, global brand positioning and the development of guidelines and processes as well as the overall storyline.

CONSULTING

Continuous strategic development and planning via our key account management in order to implement optimized processes together with the customer as well as passing on our expert know-how to the customer.

SOCIAL MEDIA MANAGEMENT

Development of content formats based on storylines, live coverage and year-round channel coverage, coordinated with strategic planning and effectively implemented. Monitoring and user dialogue go hand in hand - both in the daily processes and in the management of crises and special operations.

CREATIVE

Development of holistic corporate branding designs for social media. Creation of social first campaigns through video, animation and graphic formats for all social media platforms. Innovative Social AR and VR concepts extend digital campaigns for optimal brand positioning.

DATA ANALYSIS AND REPORTING

Analysis, evaluation and interpretation of data form the basis of our strategic and operative actions. Data-driven solutions and individual learnings make the basis for our continuous further development of target group communication.

SOCIAL MEDIA ADVERTISING (PERFORMANCE)

Strategic conception, planning, implementation and analysis of ad-management via social media platforms in order to achieve individual customer goals. In this way, digital reach and brand awareness can be increased, leads generated and return on investment achieved.



AUSGEWÄHLTE PROJEKTE



Paulaner

LOBECO supports Paulaner's global social media brand management and creates individualized content based on central brand guidelines, which is then distributed regionally and adapted to the different platforms.



BMW World

Event reporting and live communication are key success factors in supporting BMW Welt on social media. Every year, LOBECO supports several events with a special focus on innovative and target-group-specific live reporting.



Christian Social Union

LOBECO develops strategies for all social media platforms of the Christian Social Union (CSU) and its top politicians. LOBECO develops digital designs and communication strategies for the campaign programme as well as for major events such as party conventions.



HypoVereinsbank

The development and implementation of a comprehensive social media strategy with a focus on premium content, knowledge transfer as well as innovative topics and designs lie at the heart of LOBECO's commitment to HypoVereinsbank. LOBECO also designs campaign ideas using innovation in the fields of AR and VR.



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FC Bayern München

LOBECO has been supporting FC Bayern's social media activities since 2014 and played a decisive role in positioning the FC Bayern brand worldwide by delivering content to over 70 million digital fans worldwide. Both live content support for China and the creation of tailored content are important elements in digitally capturing the premium brand experience and establishing FC Bayern as an internationally renowned brand.

