

Company Profile : Commarco

Strategic Holding for Agency Brands

Commarco is the largest holding for communications and marketing services based in Germany. Under the roof of the holding company, about 30 advertising and specialised agencies provide the entire spectrum of communication disciplines. Among the best known agency brands are Scholz & Friends, deepblue networks, gkk DialogGroup and Lowe Deutschland. The agencies of the holding employ approximately 1,400 employees across Europe. Currently approximately 65 percent of the company is held by a private equity firm, Cognetas and the other 35 percent of the shares are held by the management.

Serving the World from Germany

Business activities are focused within Germany through agencies in various European cities and via a strategic alliance with Lowe Worldwide for international markets. With the network, global campaigns are successfully coordinated and implemented.

Creative and Efficient

The agencies of Commarco rank among the top addresses in the industry and every year scoop numerous awards in creativity and efficiency. The strength of Commarco is integrated communication – an organisational principle that for several years now is at the heart of the overall strategy. As a result of the fragmentation of the media and changes in the consumer behaviour, companies and brands need to coordinate their communication in an increasing number of channels. Therefore the Commarco agencies offer as many communication services as possible from one source and master the integration of these instruments. All instruments follow a guiding principle: a conducting idea.