



## Clarity meets emotion

Today every company strives to market its products and services digitally. Caught in stiff competition, businesses are using every platform to shout on top of each other's voices, with little regard to the unique needs and expectations of their target audience. Some digital agencies promise to open floodgates of revenue for their clients but often fail to really connect them to the target audience. This is because some agencies fail to create clear messages and they can't tell emotional stories in moving pictures.

Meet bobdo, an excellent, reliable, and efficient digital full-service advertising agency. bobdo creates clear messages and emotional stories for your brands and products through storytelling your target audience will love. Founded in 1997 as a web development company, bobdo does not fit into any of the previously known agency categories. Its origins lie neither in a traditional classic advertising agency nor in a new-fangled start-up digital agency. Since 2003, bobdo is heavily invested in search engine optimization and search engine marketing with Google AdWords (now Google Ads). Then in 2014, it became a full-service digital advertising agency through the merger with a film production company.

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Ortwin Oberhauser, one of the two bobdo CEOs, attributes the company's success to the patience and trust reposed by numerous loyal clients. bobdo was allowed to grow naturally while responding to its client's needs. bobdo started with developing websites in 1997 and the first eCommerce Solutions around 1999, before moving on to the first international hotel booking Systems in 2001. "We had the privilege to learn by doing, mostly with trial and error, because in the early days of the internet, there was no best practice one could follow," remarks Oberhauser.

Today, bobdo covers almost all areas of advertising, online marketing, film production, web- and app development for its clients. "We understand that most entrepreneurs start



Ortwin Oberhauser

Matthias König

businesses to do what they do best - they are the experts in their industry" explains Oberhauser. "As the experts in our industry, we service the advertising and marketing needs of our clients so that they can focus on their core business. By combining our full-service competence with their industry expertise, together we go further".

Matthias König, Oberhauser's counterpart, explains that bobdo begins every new customer engagement with a workshop. The workshop helps the bobdo Team understand the customer's business. In the workshop, the customer answers a host of questions pertaining to their business model, the market segment they are leaders in or aspire to be leaders, the USP of their products and services, their future roadmap, and the goals they want to reach. The team also directs questions regarding their current brand message strategy, their current brands and products storytelling, and the manner in which they are already telling their stories with emotional images and video. In a nutshell, the first workshop with bobdo helps the new customer to self-reflect and get a sense of the status quo.

According to König, customers like to work with them because bobdo is very fast in the implementation of new ideas. This comes with the fact that the different bobdo departments and experts form a well-coordinated and motivated team. Additionally, nearly everything that needs to be done gets done in-house. To better present their value proposition, Oberhauser draws the analogy of a team that builds a ship to take people from where they are to where they want to be. "We empower companies to create clear messages, tell emotional stories through film and make these stories visible on the web," he concludes. **MT**

