

OUR IDENTITY

We bring a market perspective to the company.

BBDO Consulting is the international management consultancy for market-oriented management.

We develop strategies for market adaptation and translate them into tangible behavior-influencing principles and systems for future orientation and guidance of all market-relevant activities. In doing so, we consider every stakeholder group and all areas of management. We also help our clients to effectively exploit commercial and differentiation potential.

In the future, companies which succeed in changing their perspective from “inside-out“ to “outside-in“ will prevail – these companies consistently make current target group requirements the center of both their fundamental strategy as well as their daily business.

We help our clients anchor these market and customer perspectives into the company over a long term.

Contact

BBDO Consulting GmbH
Udo Klein-Bölting
CEO and Managing Partner

Königsallee 92
40212 Düsseldorf
T +49.211.13 79-85 39
F +49.211.13 79-87 42
E-Mail: udo.klein-boelting@bbdo-consulting.com

www.bbdo-consulting.com

Excellence in Marketing Strategies.

OUR CONSULTING FOCUS

We offer marketing know-how for the success of our clients.

We offer consulting services across the entire marketing value creation chain. Together with our clients, we formulate strategies which deliver a sustainable contribution to the success of the company.

Our industry focus includes

Automotive	Chemicals & Utilities	Financial Services
High Tech	Media & Entertainment	Pharma & Healthcare
Retail & Consumer	Telecommunications	Travel & Logistics

OUR CONSULTING EXPERTISE (EXTRACT)

Marketing & Communications

Market Potential Analysis	Market Segmentation	Marketing Strategy
Marketing Organization	Data-Based Marketing	Relationship Marketing
Marketing Spend Efficiency	Communications Strategy	Communications Architecture
Communications Management	Communications Auditing	Agency Selection & Management

Brand Management

Brand Evaluation	Value Proposition Development	Brand Positioning
Brand Portfolio Development	Brand Architecture Development	Re-Branding & Brand Migration
Brand Portfolio Management	Brand Management Organisation	Brand Investment Controlling
Corporate Story Development	Employer Branding	Brand Licensing

Customer Management

Customer Data Analysis	Consumer Insights	Customer Segmentation
Customer Equity Management	Customer Relationship Management	Customer Satisfaction & Loyalty
Customer Lifetime Programs	Churn Prevention Programs	Churn Management
Cross-/Up-Selling	Customer Winback	Customer Acquisition Programs

OUR PROFILE

We combine global reach with local expertise.

BBDO Consulting, with approximately 100 consultants, works on behalf of numerous international blue chip companies and market leaders in the areas of strategic brand and customer management.

As a part of BBDO Worldwide, one of the leading international agency networks, we combine specific knowledge of local markets with global communications expertise.

Our network has over 290 offices worldwide in 77 countries, with BBDO Consulting offices in Düsseldorf, Johannesburg, London, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich.