

Media release

**YJOO: value-adding communication**

**New communications agency with a holistic, strategy-driven approach**

**Since 1 January 2010, Switzerland has had a new communications agency: YJOO Communications AG. Still its infancy, the company already has an established team and an extensive network of contacts with existing clients. A staff of more than twenty people serves domestic and international organizations from offices in Zurich, St. Gallen and Lugano. The agency's clientele includes names such as Nestlé Healthcare Nutrition, PostFinance, McDonald's Switzerland, Alpiq, SRG SSR idée suisse, santésuisse, OpenAir St.Gallen, Kantonsspital St.Gallen, Bank CA St.Gallen, and PricewaterhouseCoopers.**

*Zurich/St. Gallen, February 2010* – Alongside managing partners Martin Zahner and Ursula Eggenberger, the YJOO management team comprises Nina Krucker (Zurich), Sabine Bianchi (St. Gallen), Marco Werder (Lugano), and Samuel Güttinger (Art Director Switzerland). Until the creation of YJOO, Samuel Güttinger headed the Samcom AG advertising agency in St. Gallen. The merger brings the three-strong Samcom AG design team and its clientele to YJOO Communications AG. YJOO has also entered into close cooperation with well-known Eastern Swiss PR agency BPR-Communications AG.

Martin Zahner describes the new company's approach: "Our aim is to add maximum value by means of communication. Our consultants have strong strategic and implementation skills, which they use to make things happen both as doers and facilitators. At the end of the day our clients want to see our advice and support put into practice. They want to see and understand the results of what we do."

This approach also entails a commitment to research and methodology. Alongside classic strategic, communications and design services, YJOO also works with and invests in developments that are shaping and transforming the market. "We concentrate on sectors such as energy, healthcare, consumer goods and services where we know we can add real value. Parallel to this we work with new technologies and methodologies – primarily online, campaigning and convergence – that improve our clients' business," explains Ursula Eggenberger.

The company's absolute commitment to innovation and quality extends to an exclusive partnership with Bern, Zurich and Brussels-based public affairs firm Furrer.Hugi&Partner AG. According to Martin Zahner, YJOO's aim is a top 3 BPRA ranking within the next three years.

#### **About YJOO: company profile**

*YJOO Communications AG ([www.yjoo.ch](http://www.yjoo.ch)) operates across Switzerland, offering a comprehensive range of industry-focused strategic, communications and design services. The company employs more than twenty people working out of three offices in Zurich, St. Gallen and Lugano.*

*Its core business is helping organizations build trust, and adding value for clients and their stakeholders. YJOO's practical philosophy revolves around combining knowledge: bundling know-how from its three areas of business to create new advisory perspectives.*

*YJOO sees communication as an interdisciplinary undertaking of key strategic and business relevance. Its holistic approach enables organizations to tackle changes and challenges efficiently and effectively. YJOO offers strategic consulting, implementation and design capabilities from a single source. The company is committed to investment in research and methodology.*

#### **YJOO... WHO?**

The name YJOO – pronounced “you” – is inspired by Time Magazine's 2006 Person of the Year Award. That year, instead of the usual prominent figure, the magazine chose “you” – every reader, every individual – as its person of the year, underscoring the fact that in the modern information age, expressing an opinion to a global audience is no longer the sole preserve of a privileged minority.

The award was a vivid acknowledgement of the democratization of communication in the media and society at large. This development is a challenge to businesses and other organizations to make an attitude of dialog an integral part of their management, organizational structures and processes. YJOO offers tailored support to people and organizations seeking to do precisely this, sustainably and credibly.

[www.yjoo.ch](http://www.yjoo.ch)

#### **Weitere Informationen:**

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