

FACTSHEET

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Heye Group GmbH

Headquarter

Ottobrunner Straße 28
82008 Unterhaching
Germany
Phone: +49-89-66532-02
Fax: +49-89-66532-1360
info@heyegroup.de
www.heyegroup.de

Established

1962

Management

Christoph Graf (COO)
Mathias Jahn (CCO)
Ralf Köhler (Managing Director)
Jürgen Knauss (Chairman)

Network

DDB Worldwide Communications Group, Inc.

Holding

Doyle Dane Bernbach Group GmbH

Subsidiaries

Heye & Partner GmbH

Heye is a classic advertising agency specializing in integrated brand concepts (Unterhaching, Munich, Hamburg)

Red Urban GmbH

Specialist agency for digital and one-to-one ideas (Unterhaching)

Heye DDB Health GmbH

Agency for integrated, brand-building marketing communication for products and services across the healthcare sector (Unterhaching)

Heye OMD GmbH

Media agency that aims to accelerate brands by leveraging unusual ideas (Unterhaching)

Network Partner**PR!NT Communications Consultants GmbH**

PR agency for targeted corporate communications and brand-shaping media relations (Munich, Berlin, Düsseldorf, Hamburg)

Clients (extract)

Adelholzener, Apple, Bayerischer Rundfunk, Bayer Healthcare, Bristol-Myers Squibb, Campari, Casio, DPD, Ehrmann, Esso, Eckes-Granini, Fiskars, Greenpeace Energy, Gelbe Seiten, Gutfried, Jenapharm, Johnson & Johnson, Targobank, Wernesgrüner, McDonald's, Novartis, Odlo, Süddeutsche Zeitung, Versicherungskammer Bayern, Wrigley's

Media Contact

PR!NT Communications Consultants
Vanessa Coenen
Ottobrunner Straße 26
82008 Unterhaching
Germany
Phone: +49-89-66532-1413
Fax: +49-89-66532-1115
E-mail: vanessa.coenen@printcc.de