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Public Relations

PubliGroupe's Media Sales Division launches Adnative - a stand-alone network with offices in four key European countries

Frankfurt/Geneva/London/Paris, February 2nd, 2009. **As of February 2009, Permedia Germany, Powers International UK, Triservice France and Triservice Switzerland have been re-branded under a new, unified brand identity. The four companies with offices in Frankfurt, Geneva, London and Paris will be operating under the new name «Adnative» and adopting a completely new corporate identity. The new identity is part of a worldwide reorganization of PubliGroupe's media sales companies and follows the rebranding of the division's other network Publicitas in 2008.**

The name «Adnative», (ad+native) reflects the core of our business – allmedia sales – and highlights the importance of our local presence and expertise. Adnative offers international advertising solutions through a global portfolio whilst at the same time being native in the local market. The new logo consists of two parts – the «adnative» word mark and the dot squares. The word mark in black and white stands for our tradition and experience and the lowercase type signals accessibility. The dot squares, created with 30 dots in a range of dimensions, refer to various aspects of the media world: pixels, light spots, printing processes. The two squares formed from the dots symbolize advertising space in general and our key media offering – print and digital. The new logo was created by the Zurich-based brand agency Scholtysik Niederberger Kraft (SNK).

The Adnative network is a privileged partner of many of the world's most prestigious international press and digital media. Our media partners benefit from our dynamic, experienced and multi-lingual sales force, tailored marketing solutions, in-depth market knowledge and our close relationships with the local advertisers and agencies. Adnative's «boutique»-style offices are home for over 30 talented, experienced and efficient sales staff providing personal and highly focused solution-based selling. Our portfolio of

quality media has allowed us to become specialists for luxury, corporate and finance clients.

In each of our local markets, Adnative is the daily link between our represented media and the local advertisers and agencies placing international campaigns. For our native advertising clients, we offer access to the most prestigious media worldwide; customized multi-media, multi-market solutions; market, media and survey data and complete handling of advertising orders.

For further information, please visit www.adnative.net or please contact:

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The new logos

Colour version



Black & White version



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