

NOTICE

TO MEDIA, PARTNERS AND CLIENTS

public imaging strengthens financial PR team for international Key accounts and new mandates

- **Charlotte Brigitte Looß (54), PhD, advises clients in Asset Management and Private Equity**
- **Isabella von Köckritz (41) new on board for banking and FinTech mandates**
- **Agency expands services in Data-PR, Content and Social Media**

Hamburg, August 5th, 2021– public imaging GmbH, one of the leading agencies in the field of financial communication in the DACH markets, is expanding its team of consultants. Effective immediately, Charlotte Brigitte Looß (54), PhD, and Isabella von Köckritz (41) are part of the Hamburg-based team. The experienced PR consultants will look after new and existing clients from the international asset management, FinTech and private equity sectors.

Charlotte Brigitte Looß, PhD, starts as senior PR consultant. She joins from NewMark Finanzkommunikation GmbH in Frankfurt am Main and has over 20 years of experience in financial PR and investor relations. The expert with a degree in communications and a doctorate in humanities has profound knowledge of the market as well as a broad range of experience in media relations, corporate communications, crisis PR and social media. Her career has also included PR and IR positions at Mathee GmbH, the Adidas Group and Pfeiffer Vacuum Technology AG, among others, as well as working as a trade journalist and online editor. The Hamburg native says: “public imaging has been deeply anchored in the industry for over 25 years with a network of market-leading partner media. The agency stands for market proximity, innovative approaches and conceptually strong PR. I'm looking forward to contributing my experience as an ideal addition to the existing team with tangible added value for clients.”

Data advantage in the dialogue with customers

Isabella von Köckritz previously managed corporate communications at Hanseatic Bank GmbH, a subsidiary of the major French bank Société Générale. Other stations in her career included Otto GmbH und Co KG and Hermes Fulfilment GmbH. With a degree in social economics, she brings a broad knowledge of classic and modern business and financial communication, especially in the areas of change PR, corporate communications, events

and social media. “public imaging acts operationally as well as strategically on the basis of exclusive and highly relevant market data,” says the PR consultant. “This is a great advantage in client relations, a real gain in storytelling for media and a home run for my conviction. Modern PR does not have to explain its added value. It can show it - measurably and visibly.”

The expansion of the team of consultants goes hand in hand with the continuous development of international client relationships and the acquisition of new mandates from the asset management, private equity and FinTech segments - including Advanced Blockchain AG, Argentum, Astorius Capital, CEE Group, Credit Suisse Asset Management, Generali Investments, HANetf, Iconic Holding, LeanVal Investments, Paladin Group, RWC Partners and Santander Asset Management.

Focused messages with maximum reach

“PhD Charlotte Brigitte Looß and Isabella von Köckritz are at home in all facets of our disciplines - from classic press relations to content creation and social media consulting,” says Arne Pflugrad, Managing Director of **public imaging**. “Both also have a great sense for financial topics as well as reliable contacts with the media and investors. With their experience and personality, they are an excellent fit for our team - and at the same time a qualitative gain for every client.”

In financial PR, public imaging has been one of the innovation drivers for decades. “We have a clear advantage over the competition - with our own innovative PR tools, we can measure the impact of client messages and topics on online and social channels in detail,” says Arne Pflugrad. “This way, we increase the quality of advice and at the same time establish a new form of communication. A communication in which targeted messages are sent to clearly defined target groups - with maximum reach.”

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About public imaging GmbH

public imaging was founded in 1996 by Peter Ehlers, managing partner. In addition to traditional and online PR, the Hamburg-based service provider offers full service in the areas of content marketing, digital solutions, social media, film productions, media planning as well as corporate media in the finance, insurance and real estate sectors. Its client base includes companies such as AllianceBernstein, BlueBay Asset Management, Edmond de Rothschild Asset Management, HSBC Global Asset Management, Robeco, Schroders, UBS Asset Management and VanEck. More info at: www.publicimaging.de