

AGENCY PROFILE

21TORR Interactive

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AGENCY PROFILE 21TORR Interactive GmbH

As an agency for brand communication, social media and e-business, 21TORR Interactive has been developing interactive applications and digital solutions since 1994. Emotional brand presentations, informative corporate websites, sales-oriented online shops or networking social community platforms: 21TORR creates convincing individual solutions for measurable success.

DIGITAL & INTEGRATED - COMMUNICATION SOLUTIONS THAT SET STANDARDS.

The work of 21TORR focuses on the creation and optimization of digital applications in the areas of brand communication, social media and e-business. Developing multimedia communication solutions is the basic objective that informs and motivates our service triad. Cross-media concepts, creative design and comprehensive technological know-how are the building blocks for unique, scalable applications.

Brand communication

- Product launches
- Brand launches
- Online marketing
- Campaign management
- Corporate design
- Print productions

Social Media

- Establishing communities and social networks
- Generating users and creating a loyal user base
- Community management
- Mobile applications
- Development of new web and mobile formats

E-Business

- Content management systems
- E-newsletter
- Sales support
- System integration
- Shop solutions
- Web-based training
- Process optimization

YOUR PROJECT IN THE BEST HANDS

For well-planned solutions tailored to the client's needs, 21TORR offers a wide-ranging competence portfolio that ensures comprehensive one-source service from 21TORR. With intensive consultations, specialized product management, target-group-focused concepts, creative design and individual technology competence, 21TORR offers clients continuous support from an expert team and solid, well-rounded results.

Consulting & Project Management

- Interactive and cross-media communication
- Customer loyalty campaigns
- Online marketing
- Dialog marketing measures
- Strategy development for web applications
- Marketing concepts
- E-Mail and e-newsletter marketing
- Web2Print

Concepts

- Digital media concepts
(online, offline, advertising media, print)
- Content concepts and production
- Interface ergonomics
- Web reports and web analyses
- Search engine optimization
- Information architecture, front-end and back-end
- Localization and localization management
- Usability tests and optimization
- Online surveys
- Software evaluation

Design

- Digital media design
(online, offline, advertising media, print)
- Flash
- Web design
- Styleguide development
(online, offline)
- Graphics production
- Interface design
- Development of animations and web banners
- Corporate design
- Presentations

Technology & Operations

- Internet, intranet, extranet web applications and portals
- Shop systems
(in-house developments for B2B and Oxid Shop for B2C)
- Design and implementation of content management systems
- Web-based and computer-based training
(WBT and CBT)
- Applications for mobile services and mobile terminals
- Interface development and system integration
- Specifications and documentation
- Project management
- Application support
- Cross-media production and fulfilment
(web, e-mail, mobile, print)
- On-site support
- Web tracking
- Interface development
- Development of Flash applications
- Database know-how: MySQL, Oracle
- Community platforms
- DVD, DVD-ROM and interactive CD-ROM
- Kiosk systems
- Technical concepts
- Web 2.0 applications
- Editorial maintenance
- Training
- Marketing performance
- Hosting

21TORR CUSTOMER REFERENCES

Cartondruck, Detecon, Fissler, Fürstenberg, kicker.de, Gleiss Lutz, GVS eG, Hewlett Packard, Hülsta, JSK Dipl. Ing. Architekten, Manz Automation, Marc Cain, Marco Polo, Märklin, Medien- und Filmgesellschaft Baden Württemberg, Mercedes Benz, Phonak, ProSieben, Reiff Gruppe, Rolf Benz, s.Oliver, Samsung Mobile, Siemens, Storopack, Südwest Presse, Unilog Integrata, VPV Versicherungen, ZDF.

FACTS & FIGURES: 21TORR Interactive GmbH

Foundation: 1994
Employees: 60
Location: Reutlingen
Management: **21TORR Interactive GmbH:** Marcus Reiser, Alexander Hafemann
21TORR GmbH: Alexander Hafemann
Metropolis AG: Uwe Thomas
Network Partners: Mackevision, RedOrange, OXID eSales, Rgis, Pepper, RedDot, Zend