



## Developing Vibrant Campaigns that Bridge Across Cultures

Getting lost in translation is a common dilemma for multi-national corporations. Understanding the targeted markets as well as the corporation’s essence and philosophy is crucial to marketing success in the transatlantic arena. As a US-American marketer living in Germany and who has traveled the world extensively, I have become quite astute in the finer nuances of smoothing over the bumps and jolts of marketing communications across cultures. This knowledge proved to be instrumental and became one of the key pillars in my newly founded marketing agency in 1999. Having previously established a thriving sports marketing firm, I had at the time set out to build a full-service creative consultancy that adhered to first-class principals and rivaled some of the best names in the business.

Based on the outskirts of Frankfurt, ITMS Marketing, a creative advertising and communications group with a full range of marketing services, specializes in the development and execution of comprehensive global marketing strategies and concepts for different cultures and markets. Clients’ goals are translated into successful campaigns by utilizing our in-depth insight of the markets and drawing upon our artistic inspiration and techniques to create emotionally-engaging advertising and public relations concepts that bring brands to life.

We see the brands and products we represent as causes to be defended whole-heartedly by committing to the success of our clients and are prepared to throw all our expertise and faith into the battle. This is the attitude that defines us as a company and what earns us the reputation of an agency that delivers exceptional ideas with unwavering dedication.

From the outset, our expertise and business formula paid dividends with a number of American Fortune 500 companies who retained our services. Some of our earliest, notable clients include Major League Baseball, Burger King and US Airways. For more than 15 years, ITMS has worked on behalf of Major League Baseball to bring “America’s favorite pastime” to the German youth and market; a relationship that perfectly exemplifies our long-term commitments to clients. Burger King became an enduring client in 2002 who passionately supports and benefits from the grassroots strategy our agency developed to bring American sports and healthy lifestyles into German schools. US Airways appointed ITMS to handle its public relations and corporate communications for all of Europe during the particularly challenging period faced by the airline industry after 9/11.

True to the agency’s founding principal, ITMS still counts several US-American expats as part of what has become a multi-national team located at the agency’s offices in Bad Nauheim and relies on them to provide new ideas and a balanced perspective to all of the agency’s concepts and initiatives. This background and knowledge is also executed in reverse as more and more German corporations seek our agency’s in-house experience to successfully launch their brands and products in the US and foreign markets. Today, our markets have expanded far beyond North America and Europe. During the 2000s, the agency was successfully able to parlay its expertise to different markets in Asia. Major bicycle manufacturers from Taiwan and China, as well as Taiwan’s External Trade and Development council, are today part of ITMS Marketing’s established client base.

Having attained profound experience from successfully traversing international markets, ITMS Marketing is now better equipped than ever and is adept in creating campaigns that engage and resonate with their target audiences – a principal that delivers proven and effective strategies and ultimately adds to our clients’ business and market value.



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[www.itms.com](http://www.itms.com)

### ▶ ABOUT THE COMPANY

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