

*Fees by position per hour*

<b>Managing Director</b>	<b>220</b>	<b>Junior Account Manager</b>	<b>120</b>
<b>Director</b>	<b>180</b>	<b>Assistant</b>	<b>85</b>
<b>Senior Account Manager</b>	<b>150</b>	<b>Graphic Designer</b>	<b>110</b>
<b>Account Manager</b>	<b>135</b>	<b>Office Management</b>	<b>75</b>

*Strategy und Creation*

We develop strategies based on insights, data and experience. Close to the brand, target group and reality. Creative, precise and actionable.

**Strategy, concept and idea development for PR, events and influencer activations**

**Idea Outline**

Initial creative approaches and directions, maximum 2–3 ideas, rough sketches.

**3.000**

**Conceptual Outline**

Approach, target group fit, storyline, initial ideas.

**4.500**

**Detailed Concept**

Fully developed, including research, strategic alignment, channels, action plan, timing.

**6.500**

**Finished Concept ('ready to execute')**

Fully detailed, including strategy, storyline, action plan, timing, channels, budget recommendation. Can be implemented immediately.

**9.500**

**Research and Insights**

Individual surveys and studies.

**from 2.500**

Target group interviews/analyses.

**from 2.500**



Prices 2025

**Brand and Strategy Workshops**

Including preparation, execution and evaluation.

**from 4000****Product and Brand Communication**

We specialise in creative, bespoke storytelling, crafted with intelligence.

Launch, Campaign or Steady Drumbeat: With us your brand and products stand out in the media.

**Press Mailing****from 220**

One-time with press release and distribution list (supplied by client).

**Distribution List**

Set-up, one-time 1.60/contact plus handling.

**from 330**

Hosting, maintenance and updating.

**by request or included  
in the PR/Media Office****PR/ Media Office****ab 6.000**

Customised service packages including provision of a project team for consulting, project management, media acquisition and reporting, as well as monitoring and validation of client-specific communication measures.

**Media Planning and  
Media Cooperations****from 1.500  
plus Media Budget**

Selection and recommendation of relevant media and products, implementation and management of native advertorials, raffle collaborations and advertisements.

**Communications and Office Fees****1 % of Monthly Retainer**

## Influencer Communication

We believe in finesse over fame. Great impact is created when every aspect aligns with your brand. Right down to attitude, community and style. .

### Influencer Campaign

**from 5.500 plus influencer fees**

Strategic consulting and creation of activation plan, research, selection and coordination of influencers relevant to the campaign and target group, enquiries and coordination including contractual agreements, implementation and management, clipping and social media monitoring, reporting.

### Influencer Seeding

Excluding packaging materials and postage.

**from 3.500**

## Content Communication

Likes are great. Impact is better. We create strategic, cross-channel content that turns heads and sticks in people's minds, tailored to your target audience.

### Social Media

**from 3.500**

Campaign and editorial planning, content creation, editing of text, video and images, management of target groups and media planning, and community management and monitoring (social listening tools not included).

### Visual Content Production

Press Photo

**from 1.500**

Infographic

**from 2.000**

Videoclip online

**from 4.500**

### Textual Content Production

Press Release Consumer

**from 500**

Press Release Corporate/B2B

**from 500**

Newsletter

**from 1.500**

## *Event and Live Communication*

---

We design events that bring joy to influencers' feeds and make an impact among editorial teams. For strong, brand impressions that last.

Press conferences, launch events, panel discussions, or streaming parties, including concept development, planning, production, red carpet, invitation and guest management.

### **Event Size**

Small

**from 12.000**

Medium

**from 25.000**

Large

**from 50.000**

---

Based on your briefing, we're happy to provide you with a personalised quote covering everything from strategic development to implementation and performance review.

All prices in euros plus statutory VAT.

Third-party services are charged on an itemized basis. If the agency takes over the handling of external services on behalf of the client, it shall charge a fee of 15% of the external costs for obtaining quotations, placing orders, quality assurance, monitoring, control and invoicing, unless otherwise agreed. On request, the handling of productions and other external costs can be undertaken by the agency itself.

Our general terms and conditions apply ([www.schroederschoembs.com/agb](http://www.schroederschoembs.com/agb)).