

PRESS RELEASE

WEFRA turns 90

The driving force in the healthcare market

Neu-Isenburg, 19 June 2023 – Healthy birthday! For an impressive 90 years now, healthcare communications agency WEFRA LIFE has been dedicated to the subject of ‘healthy living’ and helping its clients put the spotlight on products and projects optimally. How does the company see itself? As the driving force in the healthcare market. To be that, the agency must be ready to see change as an opportunity for its growth and progress – and to implement innovation not just in cooperation with clients, but also as an element of its corporate culture.

WEFRA’s company history has been shaped by a drive to keep reinventing right from the outset. The company started as an agent selling advertising space in the 1930s and 1940s, employing only just a handful of team members before expanding over the following decades into a broad-based and diverse advertising agency with roughly 200 communication professionals. Staying in motion and thinking and acting progressively are things that are particularly important to Director and CEO Matthias Haack, ‘I believe our flexibility in questioning the status quo, improving further and continually accepting openness and change are central elements of our success.’

WEFRA Advertising Agency becomes WEFRA LIFE

The company does not shy away from deep change under its own roof either. Five years ago, the agency transformed from a matrix-structured group of companies consisting of one holding company and eight limited company silos into a modern, agile ecosystem with innovative services – a reshaping that was planned like the launch of a new agency and involved a new legal company form, too. Even amongst all this, it still remained 100 per cent devoted to the subject of health. The word ‘pharmaceutical’ does not fully cover this topic, though, and many of its clients offer services for the aspect of ‘healthy living’. So, the agency sought to emphasise this specialisation in its name more strongly and used the occasion to change its moniker from WEFRA Advertising Agency to WEFRA LIFE.

‘As you can see, WEFRA has repositioned itself multiple times over the last 25 years to keep up with constantly shifting requirements,’ Matthias Haack observes, ‘The advantage of being an owner-operated agency is being able to take charge of such changes. Our success shows that we had the right idea.’

A finger on the pulse of the times

WEFRA LIFE's strength at innovating has a major role in its day-to-day operations, too. Matthias Haack explains that it is important to identify changes in the market early on in order to maintain this strength, 'We have very active antennae when it comes to new trends. Thanks to our Innovation Hub, we are often even able to stay one step ahead and anticipate developments. This is how we make innovative services, products, platforms and systems that create an advantage for us and our clients when we cultivate the market.' A recent example of this innovation strength is the realisation of programmatic display campaign placement after login across nearly all HCP platforms, running automated in real time, without cookies and without ad waste. There is also currently a venture for a medicinal cannabis platform (MediCade) preparing for launch.

Success needs to be sustainable

Yet WEFRA LIFE sees itself as more than just a reformer. It is also a preserver, and that is why the company is committed to being a climate- and environment-friendly workplace. Following cooperation with the company Klim, which is dedicated to the preservation and development of biodiverse and sustainable agriculture, and with Greenkeeper GmbH, which pursues goals such as forest preservation and care, WEFRA LIFE is going one step further: 'We believe in a healthy planet. Our location here in Neu-Isenburg is directly in a forest, so having climate-resistant and biodiverse forests is a core matter for us,' explains Niklas Kurz, COO of the WEFRA LIFE Group. In autumn last year, this fourth-generation leader took over the task from his mother, Ariane Haack-Kurz. She herself had switched roles to Chairwoman of the company's Advisory Board on 1 October 2022 after 23 years of successfully leading the agency in conjunction with her brother Matthias Haack, though she remains a partner.

Entering the next decades with curiosity and energy

WEFRA LIFE is looking to the future with confidence. 'We have a tangible seven-year plan and, at the same time, will always stay open to new, exciting projects,' explains Matthias Haack. According to him, the foundation for the agency's success will remain the mixture of technical excellence, continued joy in innovation and outstanding creativity: 'This is reflected in campaigns which catapulted us to the top of the agency rankings in the German-speaking countries in 2021. We are proud of that, and we are also proud of our now outstanding data basis as well as our reach studies, projects and joint ventures such as PTA Channel and MediCade.

What unites our roughly 200 communications experts is a passion for finding individual, creative solutions for the constantly changing requirements in the market, keeping their finger on the pulse of the times and thinking ahead – all regardless of competitions, awards and rankings. We want to direct our focus towards that in the future as well so that we remain the driving force in the healthcare market.'

Image material:



Logo for 'WEFRA turns 90 – the driving force in the healthcare market'



Generations of WEFRA LIFE family from left to right: Ariane Haack-Kurz, Advisory Board Chairwoman; Niklas Kurz, COO; and Matthias Haack, CEO

About the WEFRA LIFE GROUP

We are the health makers, and that is the WEFRA LIFE philosophy. At the subsidiaries WEFRA LIFE MEDIA, WEFRALIFE MEDIAPLUS, WEFRA LIFE MEDIAPLUS 2, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS and WEFRA LIFE VENTURES, there are roughly 200 communications specialists shaping the healthcare market actively. Working in an integrated and agile manner, they create client-centric, tailored solutions based on data and insights for increasingly complex challenges. On top of that, there is WEFRA LIFE INNOVATION HUB, the innovative centrepiece for visionary services, product ideas and platforms.

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