

## Premium service for English-language brand communications

### united communications launches **markenenglisch.de**

**Berlin, 12 September 2008 – markenenglisch.de offers businesses flawless English paired with branding know-how in print and web advertising, PR, corporate publishing, speeches and presentations. The services of native English speakers and marketing communication professionals are all rolled into one. That's something most service providers in Germany, who often rely on translators with little to no marketing expertise, can't compete with. markenenglisch.de is a premium service from united communications – the agency for creative brand communications, and a driving force behind numerous international clients for more than a decade.**

#### *2 in 1 – Native speakers + brand experts*

Increasingly, companies are realising the need to present their brands professionally in English – and not just in countries where it's the official language, but everywhere. In fact, the number of people who regularly come in contact with the English language is estimated to be approximately two billion.

Countless marketing professionals have learnt the hard way that “translations” alone are insufficient to maintain a desired level of consistency, quality and text fluidity across all facets of brand communications. “What's really in demand is exceptional branding know-how, which takes the central message of a brand – with all its intended connotations and associations – and brings it to life across multiple platforms in English”, explains Peter Link, Senior Account Director at united communications and previously CEO at an international agency network. “The premium service **markenenglisch.de** amalgamates the pivotal competencies of native speakers and brand expertise. What's more, all members of the markenenglisch.de team speak very good German and have lived in Germany for many years – which considerably accelerates workflow”.

**About united communications:**

The Berlin-based agency specialises in creative brand communications for both businesses and non-profit organisations. Its team of around 25 multilingual specialists has worked for the European headquarters of ViewSonic and Olympus since mid-1995. Other clients include Olympus Deutschland, HVB Immobilien AG/UniCredit Group, Citizen Watch Europe, eBay, Volkswagen AG, NABU, Casio, Philips, Pronuptia Paris, Christian Lacroix, the European Commission and Berlin Partner. united communications is a member of the following organisations: international advertising agency network ComVort, the Forum of Corporate Publishing, the Association of German Foundations and the United Nations Global Compact.

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