

**MILLS** Advertising



CREATIVE IDEA MAKERS

[WWW.MILLS-ADVERTISING.COM](http://WWW.MILLS-ADVERTISING.COM)

## THE ONE-STOP INTERNATIONAL Advertising Agency

**MILLS ADVERTISING** is a full-service agency with more than 40 years' international experience. Our success is founded on strong B2B / B2C advertising, exceptional media planning and unique PR capabilities.

**KNOWLEDGE SETS US APART.** Our approach to each client, small or large, is the same. We build the clearest picture by listening first and listening closely. We start by mapping your competitive landscape, your profile in the industry. We establish your current situation by immersive learning, absorbing your requirements and ascertaining your needs.

**IT IS AN APPROACH THAT HAS BROUGHT US DEEP KNOWLEDGE** of industries as far apart as pharmacy, automotive, marine, aerospace, IT and medical.



ALWAYS WORKING SOLUTIONS!



## THE ONE-STOP INTERNATIONAL Advertising Agency

### PASSION & CREATIVE SKILLS

Positioning the client's brand successfully requires a lot of passion and creative skills. WE HAVE THEM!

### TECHNOLOGIES & KNOWLEDGE

Contemporary technologies and knowledge allow testing, monitoring and analysing our campaigns. WE USE THEM!

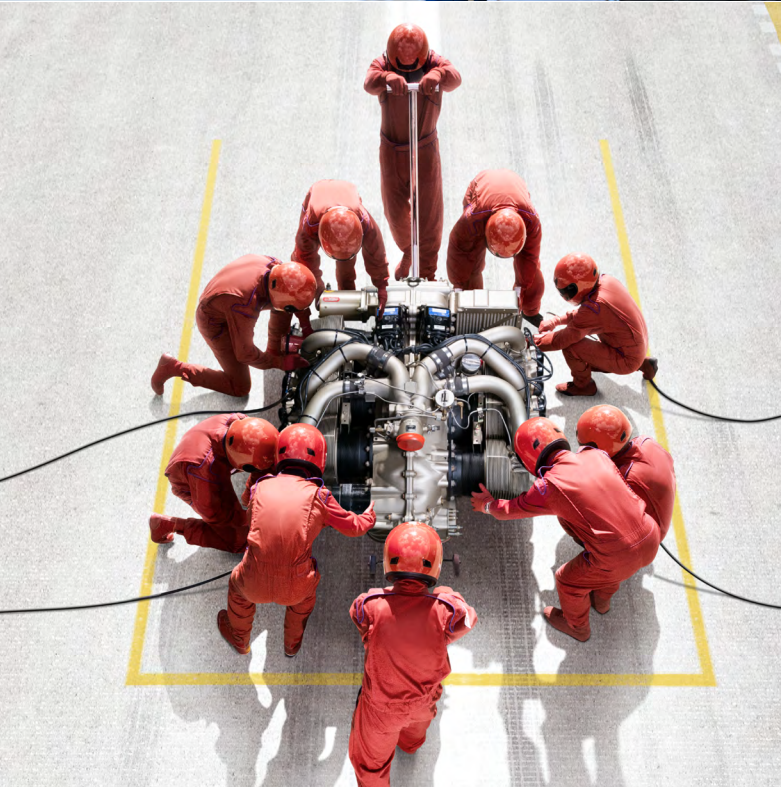
### SIMPLICITY & POWER

Clear message, simple forms, balance in the interaction, but powerful strategy.



WE BELIEVE IT!





WE BELIEVE IT!



## SINCE 1976

Mills Advertising is an international advertising agency founded by Mike Mills in 1976. The agency always focused on advertising and marketing campaigns in a Pan-European setting. The initial focus lay with IT clients like Philips New Media, Logitech, Pinnacle, Oracle, Atos Origin, Sony and many other brands.

Mills Advertising has always been a full-service agency: from international creatives to video production and the design of exhibition stands. Another important aspect has always been the planning and negotiation for Pan-European cross media advertising campaigns. Due to the many years of experience, the agency is an expert in localizations, Pan-European communication and textual adaptations to ensure the best possible result for their clients.

In 2012 a younger generation got involved in the management, who together led the agency in a new direction of automotive, industrial, marine and medical clients like Federal-Mogul, Axalta Coating Systems, BorgWarner, AISIN, Gates, Doyen. Still aiming to be a full-service agency, the services were expanded with a wide range of PR possibilities including content creation by native writers in English, French, German and Dutch, and social media.



## SERVICES

International creative work, brand positioning, marketing, advertising and more. We are cross-media specialists too, with an integrated PR team with a unique global network of media contacts.

### MARKETING

First, we learn your product portfolio, your audiences, sales channels and objectives. Next, we make a marcoms plan that fits your requirements. Then, we get to work meeting your needs.

### PUBLIC RELATIONS

Control brand perception, measure the results of your media spend, take advantage of our unique global PR network of contacts. All handled in-house by our PR team.

### MEDIA BUYING & PLANNING

We have a world of contacts and experience, with a reach that has expanded far over 40 years. Ensure your brand gets to the right audience on time for every deadline, with the right message every time.

### ADVERTISING

From a single product ad to a global, 20-language campaign, print, outdoor and online, it's all here. We handle everything from concept to copy, artwork, photography, production and placement.

### EXHIBITIONS

Making an impact or just having a reliable presence, it all starts with the stand. From a pop-up modular design, to a fresh start in a new identity, we can help you make the right impression.

### CORPORATE IDENTITY

Getting your brand front-of-mind is an ongoing process. After a brand analysis, many of our clients have benefits from a 'corporate refresh'. Our expert designers can help ensure your corporate identity is consistent across all channels.

## CLIENTS



Clients we have satisfied with our services including - Marketing, Public Relations, Media buying and planning, Advertising, Exhibitions and Corporate Identities.



**FIND OUT WHAT WE DO,  
AND MORE ABOUT HOW WE DO IT**  
Let's get in touch

**MILLS ADVERTISING**

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LET'S WORK TOGETHER!



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