

Vienna ·· Munich ·· Berlin

KOBZA' MEDIA GROUP

kobzamedia.com

KOBZA'
KTHE Bieder & Maier alpha_z

MEDIA
massgeschneidert Darwin's Lab Austrian Roadmap2050

GROUP
Data Groove R9

BORN
biber Rudi Kobza Nikolaus Pelinka

TO
diego5

CREATE
Expo Experts Austria



Born
to
create.

Credo.

We are born to create.

To create meaning, to create happiness, to create values.

To create ideas that make the difference.

To create moments, to create momentum, to create leadership.

To create things we wish always existed.

Together with great minds, friends and partners.





We
create
brands.

KTHE

KTHE

Branding. Campaigns. Digital Content.

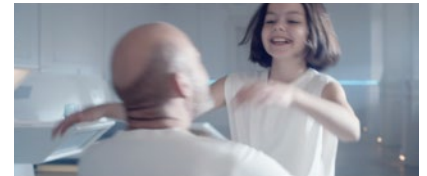
kthe.at

KOBZA AND THE HUNGRY EYES stands for curiosity, fresh thinking and quality. It is based on four pillars: Strategic Focus, Creative Drive, Digital Natives and International Mindset. Rudi Kobza brings more than 25 years of insights into the most essential fields to the table, connecting them to young talents and the new laws of communication within the KTHE.



DIE
ZUKUNFT
IST GOLD.

philoro EDELMETALLE



Brand Strategy · Integrated Campaign · Branded Content
TV · Digital · Social Media · Print · OOH · POS



Alles gurrgelt!

Stadt Wien

KTHE



Integrated Campaign · TV · Radio · Video · Digital · Social Media · Print · OOH

IM ERNSTFALL STETS BEREIT.

Bundesheer

KTHE



Brand Strategy · Integrated Campaign · Branded Content
Corporate Design · Video · Digital · Social Media · Print · OOH



Admiral



MENCSH
LICHKEIT



CS Hospiz

tcs
HOSPIZ WIEN

KTHE



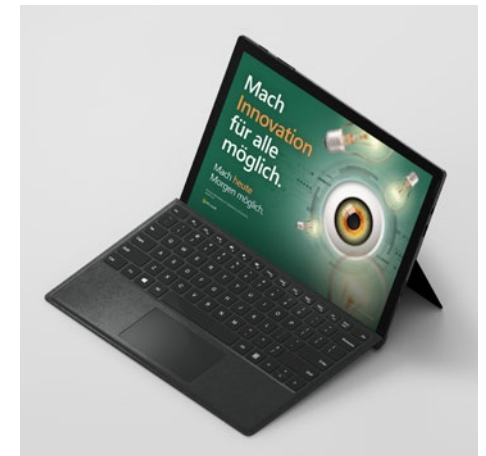
Integrated Campaign · TV · Radio · Digital · Social Media · Print · OOH

Mach
heute
Morgen
möglich.

Die Zukunfts-Initiative von
 Microsoft

Microsoft Österreich

KTHE



Brand Strategy · Digital · Print · OOH

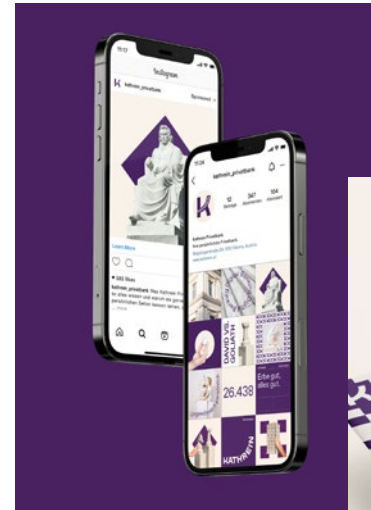
KATHREIN

PRIVATBANK



Kathrein Privatbank

KTHE



Brand Strategy · Integrated Campaign · Digital · Print · OOH



Village im Dritten



Haus des Stefan

Der manchmal 30 Tage verschwindet.

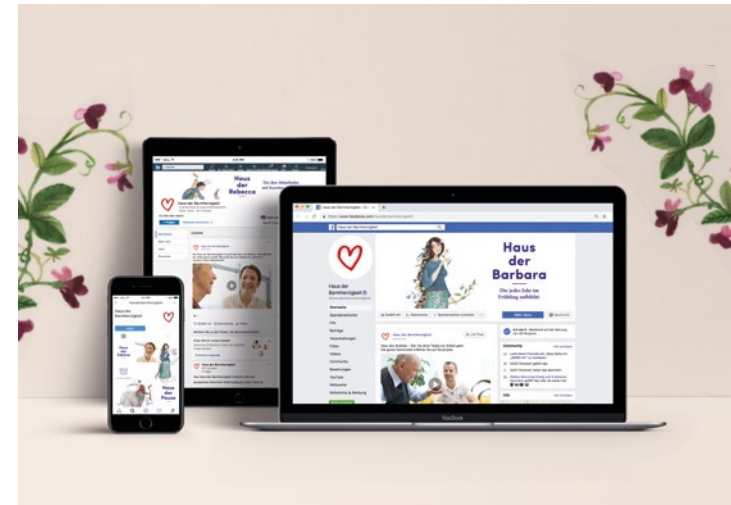


Jobs mit individuellen
Arbeitszeitmodellen
unter jobs.hb.at

HAUS DER BARMHERZIGKEIT

Haus der Barmherzigkeit

KTHE



Brand Strategy · Integrated Campaign · Video
Digital · Social Media · Print · OOH · POS

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REMUS NXT. PURE PLEASURE.



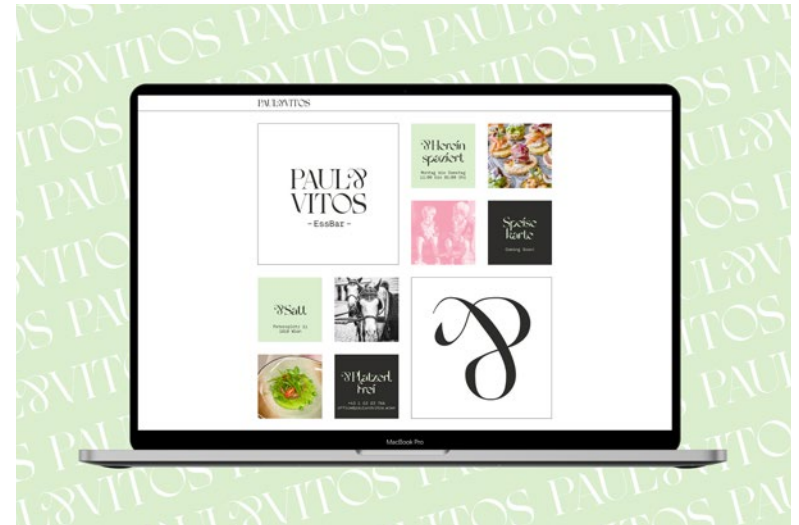
KTHE





Paul & Vitos

KTHE

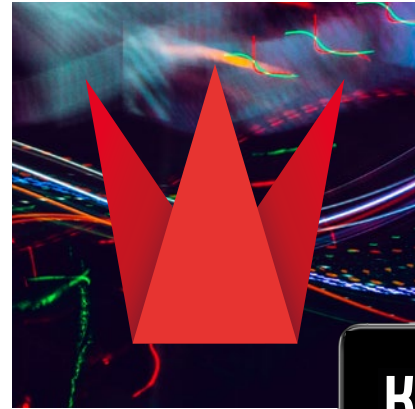


Corporate Design · Digital · Social Media · POS



Krone.TV

KTHE



Brand Strategy · Integrated Campaign · Corporate Design · TV
Radio · Video · Digital · Social Media · Print · OOH





Rahimi & Rahimi

KTHE



Brand Strategy · Corporate Design · Digital · Social Media · Print · POS



Verbund

KTHE



#deineentscheidung



Digital Content · Interactive Content · Social Media



We
create
stories.

alpha_z

alpha_z

Let's write a new story.

alpha-z.at

Relevance is the new currency of communication. We redefine PR. We develop strategies. We awaken emotion. We tell your story – across all channels, in word, sound and picture. With brain and heart. We create content, we are an editorial office and a think tank for many generations. We are strategists, analysts, creatives, curious people and challengers. We create platforms that connect people and ideas. We revive social networks, we digitize, we go live! We move people. We are as unique as our story. We are alpha_z – let's write a new story.



Sodastream

Product PR · Action Campaigning · Sustainable Communication · Influencer Relations

Volvo

B2B Events · Live Marketing

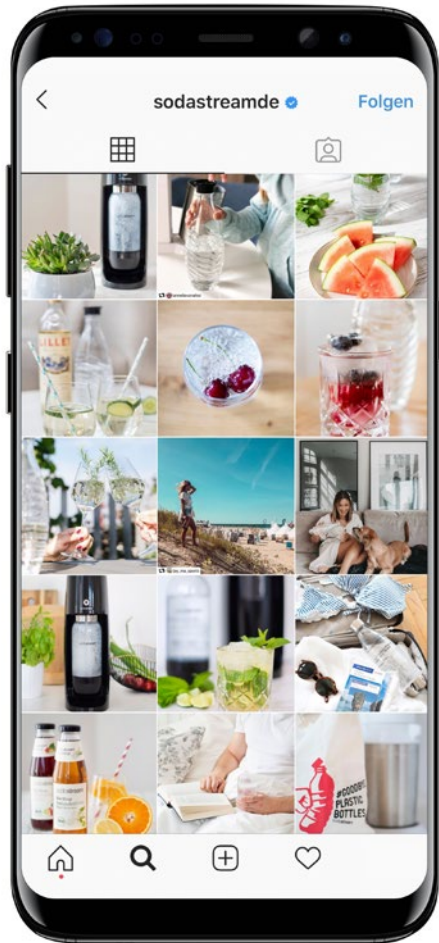


Tchibo

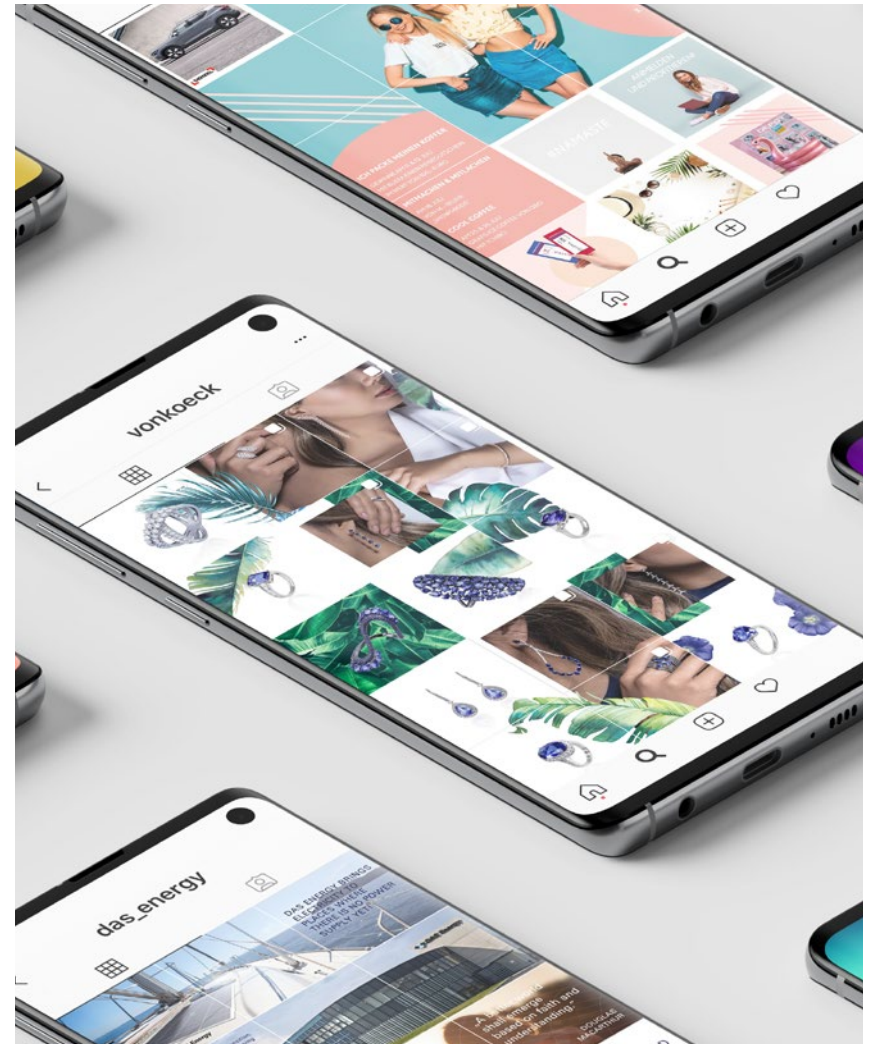
Experiences and Relations · Blogger Relations · Sustainable Communication

Samsung

Events · Tech Communication · Influencer Relations



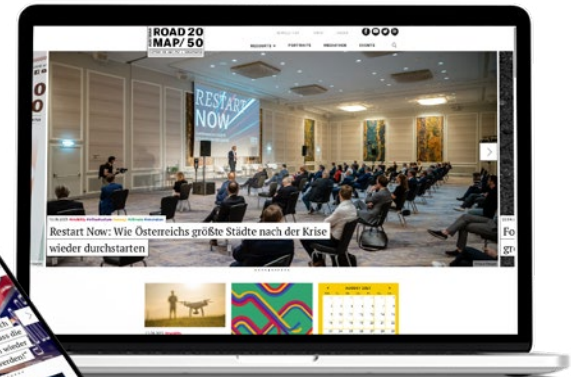
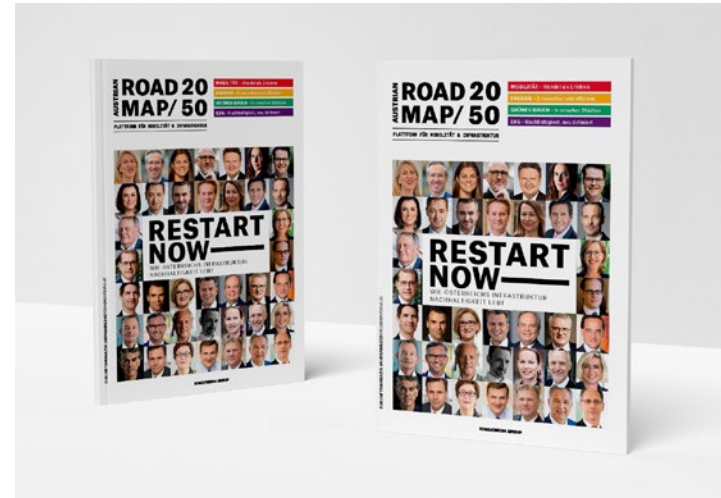
Social Media Marketing · Strategy · Community Management



Social Media Marketing · Strategy · Community Management



Austrian Roadmap2050



Events · Digital Platform · Newsletter · Social Media



© SPAR/Brumhofer

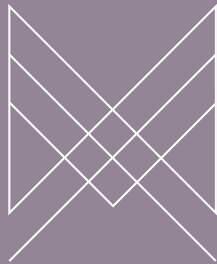


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SPAR Österreich
 PR · Issue Management · Action Campaigning

Wiens Beste Häuser
 Magazine "Kultur in Wien"



MASSGESCHNEIDERT

We are tailormade.

massgeschneidert.at

Individual stories call for individual communication. And that is what the boutique agency massgeschneidert Kommunikationsbüro stands for. We have been generating custom communication work for over 10 years: designed and carefully thought through in Vienna, always with a personal touch and an eye for the extraordinary. Long-term customer relationships are what make us successful, and we have been working for many clients since day one. We see ourselves as sparring partners and are always one step ahead when it comes to retail, lifestyle and consumer trends. Our focus lies on classic media relations, influencer relations, events, networking and creative-strategic consulting. Tailormade every step of the way.



TABASCO® / Mautner Markhof / Perrier-Jouët Champagner
Product PR · Events · Media Relations · Influencer Relations

Nuri
Events and Experiences · Blogger Relations · Brand Communication



We
create
moments.

diego5®

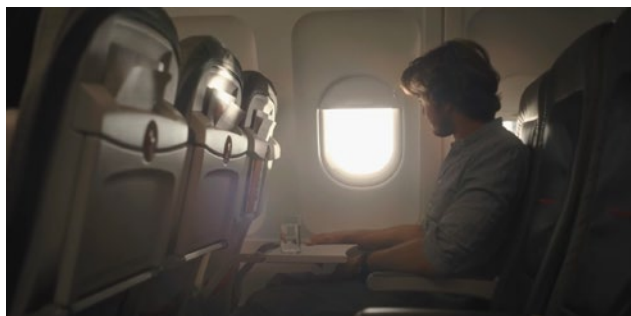
diego5

If you have something to say, film it.

diego5studios.com

Digital moving images are the most important means of communication for companies today. Serving as a pioneer, a multi-channel network as well as an official YouTube partner, diego5 is a specialist in digital moving pictures and branded entertainment in Austria, Germany and Switzerland. From channel development to content production for social media and the marketing of TikTok Stars – we help you to find the perfect positioning for your company. For the generation that prefers watching videos rather than reading.

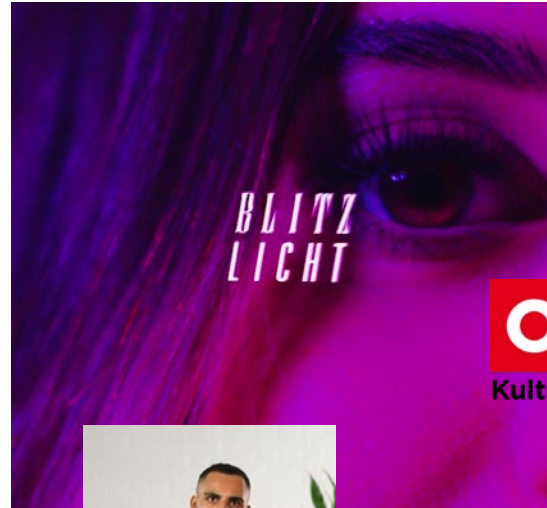
KOBZA MEDIA GROUP



Digital Video



Branded Entertainment

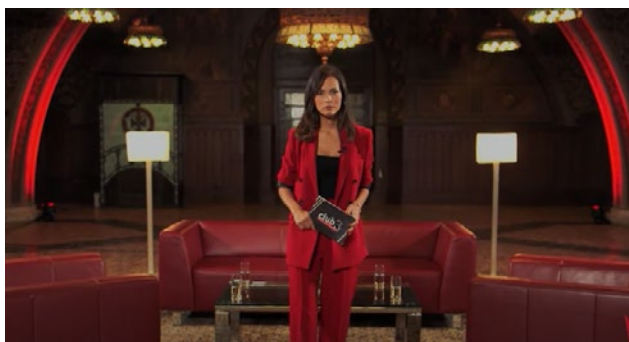


TV Production

TV Production



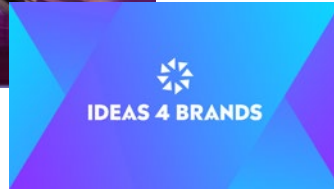
club3



Digital Video



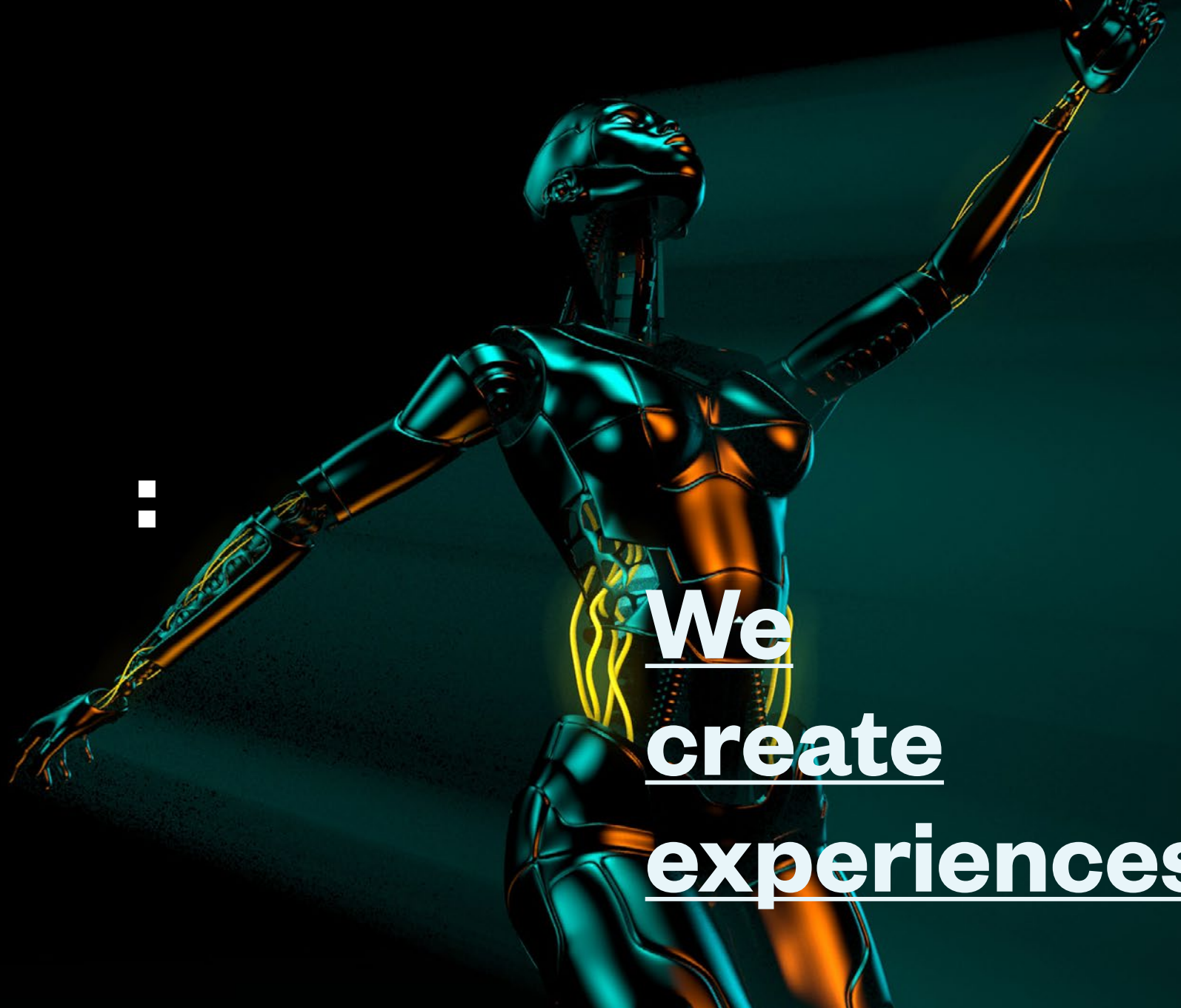
Influencer Event



TV Production



Influencer Marketing



■
■

We
create
experiences.

data-
groove

Data meets Design.
Coding meets Creativity.

data-groove.com

Data Groove is a new media art studio specializing in real time visuals, large-format media installations, creative services for stage entertainment, tradeshows and events. Going beyond screen work, we apply innovative ideas to fusing data, light, video and design.





We
create
future.

DARWIN'S CIRCLE®

**DARWIN
& MARIE®**
FEMALE LEADERS

**DARWIN'S
CIRCLE®**
MOBILITY

**DARWIN'S
CIRCLE®**
HEALTH

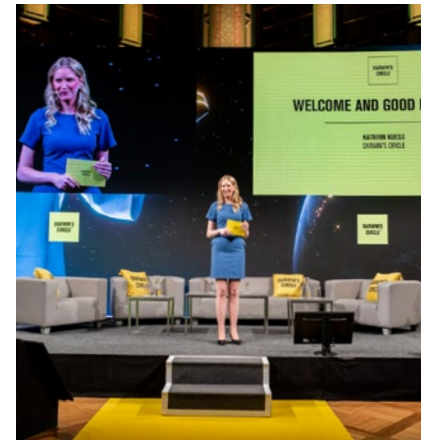
Austria's Leading Tech Conference.

darwins-circle.com

Darwin's Circle is one of Europe's leading tech conferences and digital platforms. Global influencers and opinion leaders from various industries share their know-how and create international networking at C-level. Become part of this exclusive international community!



Darwin's Circle



**DARWIN'S
LAB[®]**

Fit for the Future.

darwins-lab.com

Only those who understand the digital transformation and technical changes behind it can also develop successful strategies for the future. Darwin's Lab offers training, workshops and consulting for executives and businesses to develop their digital strategy and business models.



We
create
media.

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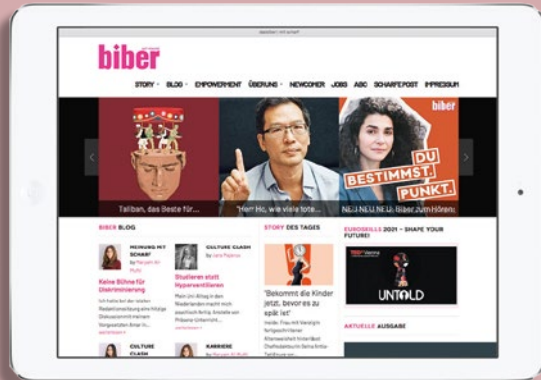
biber

R9

media

Media.

As Kobza Media Group, passion is something that already lies in our brand name. That is why we decided to develop selected media segments cross-medially. These include, amongst others, the urban and free city magazine “biber”, the trend-setting platform for the innovations of Austria in the areas of infrastructure and mobility, the “Austrian Roadmap2050”; and the cultural guide for the best events of the year, “Wiens beste Häuser”. In the television sector, we have “R9”, which is an Austria-wide advertising and content platform that bundles all of Austria’s regional broadcasters.



Urban Magazine

Regional TV



■
■

We
create
platforms.



expo
experts
austria

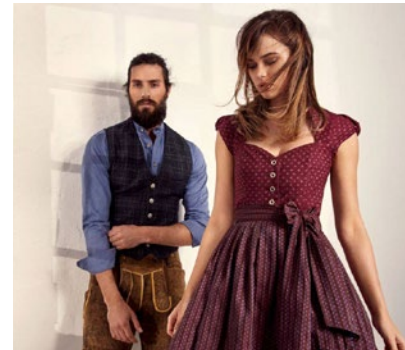
Everything stays better.

expo-experts.at

Expo Experts Austria is your new partner on the Austrian exhibition market. As a licensed partner of Reed Exhibitions, we will be organizing numerous attractive and popular trade fair formats in Vienna and Salzburg from 2021. Our claim: Everything stays better. With innovation and know-how of all partners we will develop these strong trade fairs even more to “lead generation”, as platforms and in the area of “Digital Activation” for our customers and partners. We are looking forward to a good cooperation and much success!



Exhibitions Wien - Salzburg



■ ■



**WENN
ZWEI
WELTEN
AUF EIN-
ANDER
TREFFEN:
BIEDER
& MAIER**

Kühl & trocken lagern.
Mindestens haltbar bis:
siehe Packungsboden



Mano Valentin Maier, a passionate
coffee connoisseur and barista
from Vienna, Austria is opening
a new chapter in coffee history
with his own brand, Bieder & Maier.
Bieder & Maier is a 21st century
homage to the traditional
Viennese coffee culture.
"Bieder is a perfect illustration
of how we carefully hand-pick and
roast coffee beans, our passion
is to deliver craft at its finest
and the highest quality. For the
best blend possible. For your
perfect enjoyment. Simply said,
Bieder & Maier."

Mano Valentin Maier, ein passionierter
Kaffeekundiger und Barista
aus Wien, Österreich, eröffnet
ein neues Kapitel in der
Kaffeegeschichte mit seiner
eigenen Marke Bieder & Maier.
Bieder & Maier ist eine
Ehrung der traditionellen
Wiener Kaffeehauskultur.
"Bieder ist ein perfektes
Beispiel dafür, wie wir
Kaffeebohnen sorgfältig
auswählen und rösten, um
den besten Blend zu
erzielen. Einfach gesagt,
Bieder & Maier."

We
create
love.



BIEDER & MAIER

VIENNA COFFEE

From Vienna with love.

biedermaier.com

Coffee is the engine that keeps creativity going. That is why we created a new coffee brand with love and passion: Bieder & Maier. The distinctive brand, created with the coffee connoisseur and barista Valentin Maier, interprets Vienna's world cultural heritage in a modern way and quickly found its fan community in- and outside of Austria. Winning a series of design awards around the globe, Bieder & Maier also became a symbol for design and Vienna's most awarded Coffee. Our "Café à la Giraffe" is available at chosen supermarkets and in our webshop. Enjoy it exclusively in our office or at the best restaurants and cafés. May we offer you a cup?



reddot design award winner 2018

GERMAN DESIGN AWARD WINNER 2019

JOSEPH BINDER AWARD 2018

Creativ Club Austria

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Communication.

KTHE

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NEW MEDIA ART

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