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# ADVERTISING AGENCIES & PUBLIC RELATIONS

The public relations and advertising sector has always been a priority for our firm. We design agency contracts and assess all legal aspects of PR concepts, advertising strategies and campaigns to ensure suitability for all intended media, from classic advertising campaigns through to in-game advertising.

In critical situations we examine the underlying facts and advise on crisis communication.

Litigation is also an essential part of our services.

## At a glance:

- Designing agency contracts
- Assessing PR concepts, advertising strategies and campaigns
- Litigation, including advice on PR and cooperation with respect to litigation
- Crisis communication and assessment of circumstances
- Acquisition, sale and corporate restructuring of agencies , also in accordance with the Reorganisation Act
- Corporate compliance
- In-game advertising
- Online advertising