

# Fremde Federn<sup>®</sup>

Financial Communications



... at last a really good text.



## There are quite a few agencies around ...

There are quite a few advertising agencies around. Not to mention copy writers and translation bureaus. Most of them are competent, clever and creative – when it's consumer goods you're dealing with. But when it comes to financial services, things can get difficult. Extensive briefings have to be held, time-consuming coordination is necessary, questions arise, misunderstandings complicate the process, ... Your agency might well know a great deal about communication, but for them your products remain something of a mystery.

### **We speak your language – and that of your clients**

That is precisely where we differ. For we not only know something about communication, we also understand how financial markets work. As sector insiders, we speak your language – and that of your clients. Because we have a financial background and expertise.

For this reason we have much to offer you:

**We write** the text that will persuade your client to buy your investment fund – with the right mixture of emotional appeal and rational information.

**We explain** to your clients in a clear and comprehensible way why they should choose your insurance policy rather than one from your competitors.

**We describe** how a complex tax savings model functions

– competently and convincingly.

**We translate** advertising copy and market reports from your Anglo Saxon parent company into German – taking both cultural differences as well as the finer points of terminology into account.

**And we are specialists** in investment communications. Your clients wish to know which way things are head-

ing on financial markets and which line your investment strategy is taking. We will write that down for you – precisely and right to the point.

**At last a really good text** – that's our motto. But writing texts is not the only thing we can do for you. Backed by the partners of our network, we create entire brochures, client journals, advertisements, web sites, campaigns and communication tools.

**... at last a really good text.**



# Advertising – it's the packaging that counts



What do we need advertising for? Quality is what counts in the end. Many people believe this to be so. But what use is the best product if nobody knows about it? And your competitors also have high-quality products...

If you are out to gain new clients today, you must set yourself apart from your competitors – and this equally applies if you want your clients to remain loyal even during tough times.

We can be of help here. In the end, the right advertising is what makes your product successful and distinctive. Because it's the packaging that counts.

Our texts show that your products are unique. No matter the form: brochure, mailing, advertisement or webpage, we find the right words – addressing the head and the heart in equal measure, loudly or softly, directly or discretely, but always creatively and skillfully.

## Product descriptions – creating trust

Product descriptions should be comprehensible without being boring, should be succinct and highlight the distinctive features of your product.

More than ever before, clients today want hard facts. For only persons who have a precise understanding of what you are offering will place their trust in you – especially when it comes to something as sensitive as money.

A genuine task for specialists, we believe – for communication professionals who are at home in the field of financial services. And who, thanks to their linguistic know-how, are able to render even the most complicated of texts generally comprehensible.



# Investment communication – by professionals for professionals

Non-consensus, with clear statements and one step ahead of the developments of the day – if investment communication meets these conditions it will also be perceived.

For there are enough analysts who shy away from clear and innovative positions – something of little help to their clients. And the press simply finds it boring.

For us, investment communication goes beyond the classic market report. It is the visiting card that shows clients that they are dealing with genuine professionals.

We write and edit your investment communication and advise on which themes to select – whether country reports, strategy reports or process descriptions. And you decide whether we should draw on our proprietary research or on analyses from your company.



## Financial translations – we know how



A good translation from English is more than just successfully stringing words together. A superb command of specialist terminology is as much a part of this process as the clear and comprehensible rendering of complex connections.

We understand and are familiar with the subtleties of financial vocabulary. As economic and linguistic experts, we translate texts on methodology as masterfully as advertising copy, country analyses and market reports.

We can also supply you with the editing if needed. For our work also involves ensuring that your texts are correct, consistent and well-structured, and we make sure that the argumentation is coherent.

And should the occasional question arise, we will clarify it directly with the author if you so desire. Instead of the usual queries, our clients receive a polished German text that is ready for printing.

# Who we are ...

... a team that has been successfully working together for years.

$\alpha, \beta, \gamma, \dots$



## **Dr. Ralf Köddermann**

\* August 1966 in Münster

### **Where and what?**

Münster	– Studies in Economics
Edinburgh	– Studies in Economics
Berlin	– Doctoral studies

Munich	– Economic Consultant (ifo Institute)
Frankfurt	– Financial Analyst and Senior Economist (LGT Bank in Liechtenstein)
	– Editor and Head of Marketing Communications (INVESCO)

Doctoral thesis “Chartists, bubbles und volumes of trade – three essays in capital market theory”, economic reports and specialist publications, research papers, market analyses, journalistic work, advertising copy



... xyz.

**Anette M. Quentel, Dipl.-Anglistin (MA)**

\* August 1964 in Bad Hersfeld

**Where and what?**

- |                |  |
|----------------|--|
| Gießen         | – Studies in English Language and Literature, Business Management, Russian Language and Literature |
| Keele/England  | – Studies in Business Management   |
| Bad Hersfeld   | – Copywriter (Semsch & Partner)<br>– Copywriter/Translator (Response)                              |
| Friedrichsdorf | – Marketing Coordinator Eastern Europe/Middle East (Johnson Controls)                              |
| Frankfurt      | – Editor and Project Manager, Marketing Communications (INVESCO)                                   |

MA thesis: „Tom Stoppard’s decomposition of theatrical conventions“, theater programs, book reviews, financial translations, journalistic work, product brochures, advertising copy



## ... and why you should talk to us.

**Because we are communication professionals.**

As experts in marketing communications, we know how to address clients.

**Because we are financial experts.**

We talk your language – and that of your clients. We are economists with years of experience in the investment industry.

**Because we are all-rounders.**

We will supply you with sophisticated advertising, factual product descriptions, innovative investment communication and professional financial translations.

**Because we are specialists.**

Our focus is on financial communications – with us, it's not a case of washing powder today, cigarettes tomorrow and frozen food the day after...

**Because we can provide you with everything from one source.**

Our main business is producing texts. But we also support you when planning campaigns, take care of the layout or supply complete brochures and client journals.



## Fremde Federn®

Köddermann & Quentel GbR



... at last a really good text.

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