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Publicis Groupe Newsflash



Publicis Pixelpark wins lead for the international corporate marketing of Sirona Dental

Sirona Dental is the worldwide market and technology leader in the dental industry. The lead budget for the international Corporate Marketing of the company as well as the development and introduction of technical systems for a digital marketing communication solution were advertised in a multi-stage pitch. Publicis Pixelpark was able to prevail both mandates.

The agency will launch four integrated campaigns already in the first quarter of the new year. The scope of services includes classic advertising media, dialogue marketing tools such as online and offline mailings as well as extensive digital measures such as performance-optimized product microsites.

Publicis Pixelpark will also expand the communication in terms of technology. In the course of the the current year the agency will gradually develop an internationally available content hub for the communication as well as a campaign kit for data-based online marketing.

About Publicis Pixelpark

Publicis Pixelpark belongs to the Pixelpark corporation and is located in Barcelona, Berlin, Bielefeld, Erlangen, Frankfurt, Hamburg, Cologne and Munich. It is there that creative and profitable communication and E-business solutions are developed. About 900 communication- and digital experts across various sectors take pride in working for well-known national and international names.

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