



segmenta
communications

segmenta communications acquires Heine PR

Dynamic growth in 2016

Hamburg, February 27 2017 – Effective as of January 1 2017, the communication agency segmenta communications GmbH has wholly taken over the Hamburg-based PR agency Heine GmbH. With the acquisition, the owner-operated communication agency strengthens its focus on media relations as one of its core competencies. It also adds new industry fields, with technology and media & culture joining the existing fields of food & beverages and living & lifestyle.

“One of our main goals has always been to support our clients as a competent partner in all communication endeavours. Our clients profit from an integrated approach to content and digital communication with one clear goal at the center: fueling the conversation about them and their products,” said owner and CEO Nico Ziegler. And this is a strategy that has proven successful: “In recent, years we have been able to successfully convince numerous market-leading brands of our services. With the acquisition of Heine PR, we are strengthening our teams with communication experts who are on the same page as we are when it comes to permeating the topics and messages of their clients and turning them into innovative and creative communication concepts,” he added.

With the acquisition, segmenta communications continues the consistent growth of the past years. The agency, a member of public relations industry association GPRA with over 40 employees, was able to increase its annual billing volume for the third time in a row by more than 20 percent and win numerous new clients, as well. Among the new businesses are the Ostfriesische Tee Gesellschaft with its brands Meßmer and Milford as well as Iglo and DS Produkte (known from the VOX television show “Die Höhle der Löwen”) and the initiative “Textile Räume.” Additionally, the agency, with its office in Hamburg-Ottensen, has successfully supported the Berlin Food Week event. For the digital campaign “bee careful – Bienenhelfer,” a sustainability campaign for Schwartauer Werke, segmenta communications was awarded the Deutsche Preis für Onlinekommunikation (DPOK) and the PR Report Award in 2016.

Heine PR was founded in 2002 by Nina Heine. Heine wants to now focus on new projects and has already withdrawn from management. She will remain at the disposal of segmenta regarding the training of young talents: “I see the need to increasingly nurture professional newcomers and am looking forward to actively participating in the training of young colleagues at segmenta,” said Heine.

Heine PR has been consulting media brands for many years, including the communication for projects and events of the radio stations N-JOY, NDR Kultur, NDR Info as well as the NDR orchestra, choir and concerts with the NDR Elbphilharmonie Orchester. Additionally, its team supports Facebook and Instagram in the German-speaking area in their product and corporate communications efforts.

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