



Company

Mediascope S.A. (Limited) is a swiss based company providing a wide range of services around the media to a variety of clients.

Mediascope is concerned with planning and enabling specific interactions with the media for advertisers. The company benefits from the rich expertise of the Mediascope team.

Mediascope also assists media companies improving their resources or capabilities and offers support while launching new media projects.

Services / Skills

Mediascope offers primarily the following services:

- Analysis of Communication Needs and Challenges
- Development of Communication Concepts and Strategies
- Design of market - or media research
- Editorial
- Ghostwriting
- Issue Monitoring
- Legal Consulting in Swiss Media- and Communications Law
- Quantifications and Qualifications of Communication Measures, whether actual or planned
- Strategic Consulting for Media Companies

Industries / Lines

Mediascope offers its services to the following industries:

- Construction, Architecture, Interior;
- Beauty Products, Fashion;
- Finance, Insurance;
- Consulting;
- Media;
- Art, Cultural Institutions;
- Companies in Industries with complex legal Circumstances in Communication

Mission Statement

We strive for efficiency in the use of communication means and an unbiased view on the companies we work with.

A sustainable policy of information supports profitability. In order to achieve this goal, direct communication should be provided.

Team

CEO **Raymond Luedi** has a masters degree in Law (M.Law, University of Zurich). He has many years of experience in advertising (Mediaplanning), journalism (focusing on advertising, media, law, economy) and print media management (product management). From 1995 to 2001 he was editor in chief of the only swiss media magazine «Media Trend Journal».

He is author of the award winning book about the role of the global media during the New Economy («Die digitalen Hochstapler», Elemente-Verlag, Zurich).

Marcela Palek studied art history and languages at the university of zurich and has many years of experience in advertising (text) and journalism for the most renowned Newspapers and Magazines in Germany and Switzerland.

Clients

Amongst our client we count both global or multinational brands like Nestlé, Sunrise TDC, as well as smaller companies like Swiss publishers and event companies.

Contact

We would be happy to answer your call or e-mail to any query you may have immediately:

Mediascope S.A.
Wiesenstrasse 11
CH-8008 Zurich
Switzerland

Phone: +41 44 380 0965
E-Mail: raymond.luedi@mediascope.ch
Web: www.mediascope.ch
Your Contact: Raymond Luedi