



**pineapple
& friends**

Agency profile

Zurich | Januar 2022



pineapple & friends is your preferred partner for all topics in the areas of marketing, communication and branding – ask for it and we will deliver.

Marketing

We translate your business objectives into a marketing strategy tailored to your needs. We accompany you from strategy to implementation and ensure at all times that your resources are optimally used.



Communication

We believe in holistic communication. We set new impulses, solve any hiccup in your communication and act as a reliable and flexible troubleshooter in crisis situations.



Branding

We are convinced that the brand is the centre of a company. Whether you want to develop a new brand or give new impetus to your existing brand, we are here for you.



We care for you

As experienced project managers, we offer you a persistent and visionary presence for every complex project. We are committed to supporting executives by sharing our long-standing management experience in both corporate and agency environment as your sparring partners.

We are strategists with a doer mentality and thus goal-oriented, pragmatic and inquisitive. We consider every assignment as a matter for the boss. We will critically challenge you, never leaving it to a simple nod.



Sarah Nyffeler

sarah.nyffeler@pineapple-friends.ch | 079 715 70 57



After studying business administration at the University of Berne, Sarah Nyffeler worked in public affairs in the pharmaceutical industry. Later she was active in various management positions. These included Chief Communications Officer and Marketing at CRH Swiss Distribution and CRH Europe (construction trade) and Head of Communications Post Offices and Sales at Swiss Post. On the agency side, Sarah Nyffeler worked as a consultant for strategy, branding and public relations.

Communication is her passion. Strategic thinking and change management are her competencies. She doesn't have to reinvent the tried and tested. Where there is sand in the gears, she takes a close look and shows creative and sustainable solutions.

As an experienced networker, she identifies the best partners and involves stakeholders from home and abroad in a timely and targeted manner.

Good reasons for a piece of pineapple

- 01** In Europe, the cultivation of pineapples in greenhouses began in the 18th century. The procedure was so complex and expensive that a pineapple was worth its weight in gold - as valuable as the pineapple was then, today we consider a long-term relationship with our customers based on partnership...
- 02** The pineapple purifies - with fair prices thanks to low overhead costs we also purify your budget...
- 03** With vanillin and serotonin, the pineapple acts like a natural mood enhancer - good mood is always present with us. A successful cooperation should be fun for everyone involved...
- 04** With its many minerals and vitamins, the pineapple supports our metabolism during deacidification. Those who are over-acidified also feel «sour» and react aggressively or irritated. Like the pineapple, we help you to react calmly even in stressful situations.



*Born in summer 2019,
infinitely fresh!*

A close-up photograph of green agave leaves, showing their characteristic fan-like shape and fibrous texture. The leaves are arranged in a radial pattern, with some showing signs of being cut or processed. A dark red, semi-transparent horizontal band is overlaid across the middle of the image, serving as a background for the text.

What our customers say about us

We aim at a deep understanding of your individual situation, we anticipate and offer proactive solutions that are firmly anchored in your strategy – for happy customers and employees, for your brand, for your success. For you to be in good hands.



«The cooperation with pineapple & friends is uncomplicated, open and committed. The passion for what they do is tangible and is transferred to their customers. The team works hand in hand and complements each other perfectly with their specific expertise.»

Pauline Loohuis

Private Banking, RBS Services



«The pineapple & friends team acts competently, quickly and flexibly. Just 30 minutes after my call about a communication emergency, the agency's crisis team was already active. Within a day, we had a concrete procedure for internal and external communication including FAQs and templates for e-mails and letters. I would fall back on the team at any time.»

Heinz Keller

Senior People Manager, CBRE GWS GmbH

«As part of the redesign of the Conscha GmbH website, I decided to develop a new company logo with pineapple & friends. The team immediately understood my briefing and also respected my budget. The collaboration was uncomplicated, co-creative and a lot of fun. The best thing: I love my new logo!»

Philippa Dengler

Managing owner, Conscha GmbH



«For almost a year now, pineapple & friends have been accompanying us in the corporate communications of the management in a challenging time. Through their direct, attentive and goal-oriented approach, they helped us to make a confident appearance in the media, vis-à-vis stakeholders and partners.

In professional workshops we developed a clear communication within the management and with the employees, so that we can once again pursue our goals in a more united manner. »

Silvie Baumann Froesch

Member of the Management Board,
Birth House of Zürcher Oberland, Bäretswil



References

Over the last twelve years we have been responsible for many formative projects of large and small, local and national brands. We would be happy to explain our references to you during a personal meeting.



PostFinance



MARCHÉ_{INT}

Pro Casa



Conscha
CONSCIOUS CHANGE

QUBE⁴



SONNMATT
LUZERN



MY
DROP-OFF

better-living



A close-up photograph of several green pineapple leaves, showing their characteristic diamond-shaped pattern and fibrous texture. The leaves are arranged in a fan-like pattern, filling the frame. A dark red, semi-transparent horizontal band is overlaid across the middle of the image, serving as a background for the text.

Our network

The pineapple is a fruit with many talents, but even the pineapple cannot do everything. That's why we work closely together in a network with friends we have known for years and with whom we complement each other perfectly.



Benjamin Gilgen

Strategy consulting, business transformation

Partner at Prophet, supports executives in identifying and developing future growth areas by combining ambition, creativity and customer focus into successful strategies.



Kristen Vermilyea

Filmmaker, writer, actor, artist

Motivated and astute creative professional with over 20 years of experience in production, development, teaching and performance in the art world, with a passion for film, writing, technology and social media.



Kevin Sturm

Conversion rate expert, programming

Expert for complex requirements in programming (e.g. in e-commerce) and optimization of conversion rates.



Bernhard Schweizer

Holistic organizational development, executive coaching

Owner and managing director of Businessrocker GmbH, author. More than two decades of experience in the holistic and success-oriented support of people, teams and organizations.



Nicole Böhme

Lifestyle-Consulting

Owner of «Home & Art» and the corresponding online magazine. Over 30 years of professional experience as a consultant in tourism, private banking and content marketing, as well as many years of experience in the media sector. Knows the blogger and influencer scene from her own experience for over 10 years.



Fabian Watrinet & Tim Hilpertshauser

Illustrations, Programming

Young entrepreneurs who are competent, courageous, smart and thoughtful. Two complementary poles that can create amazing things when working together. They skilfully combine expertise from completely different worlds and thus form the centre of the creos universe.



Glenn Oberholzer

Customer experience

Co-owner and managing director of Stimmt AG. Since 1998 they have been using their expertise to help clients differentiate themselves through positive customer experiences. References like Swisscom, Swisslife.



Maria Lucia Salvatore

Graphic designer, art director

20 years of experience from the most renowned Swiss and international communication and design agencies. References such as Prada, Fiat, Novartis, Globus, UBS.



Marc Lehmann

Online and offline realisations

Co-owner and managing director of Linkgroup, trained typographer. HF TSM Technical College for Media Business and Media Management, NDS postgraduate studies in Media Business and Media Management, management positions in various graphic arts companies.



Nicole Vanbiervliet-Dancet

Translations, process management, IT projects

Owner and managing director of Komprendo GmbH, studied translation at the University of Geneva, business administration HF, NDK Corporate Communications. Many years of experience and management responsibility in the language service and communications department of Swiss Post.



Salomon Gut

Graphic designer, art director

Owner of Gut Design. Over 12 years of experience in major international agencies (including MetaDesign, Interbrand). References such as Rega, NZZ, Mobilair, Cembra.



Sergej Kop

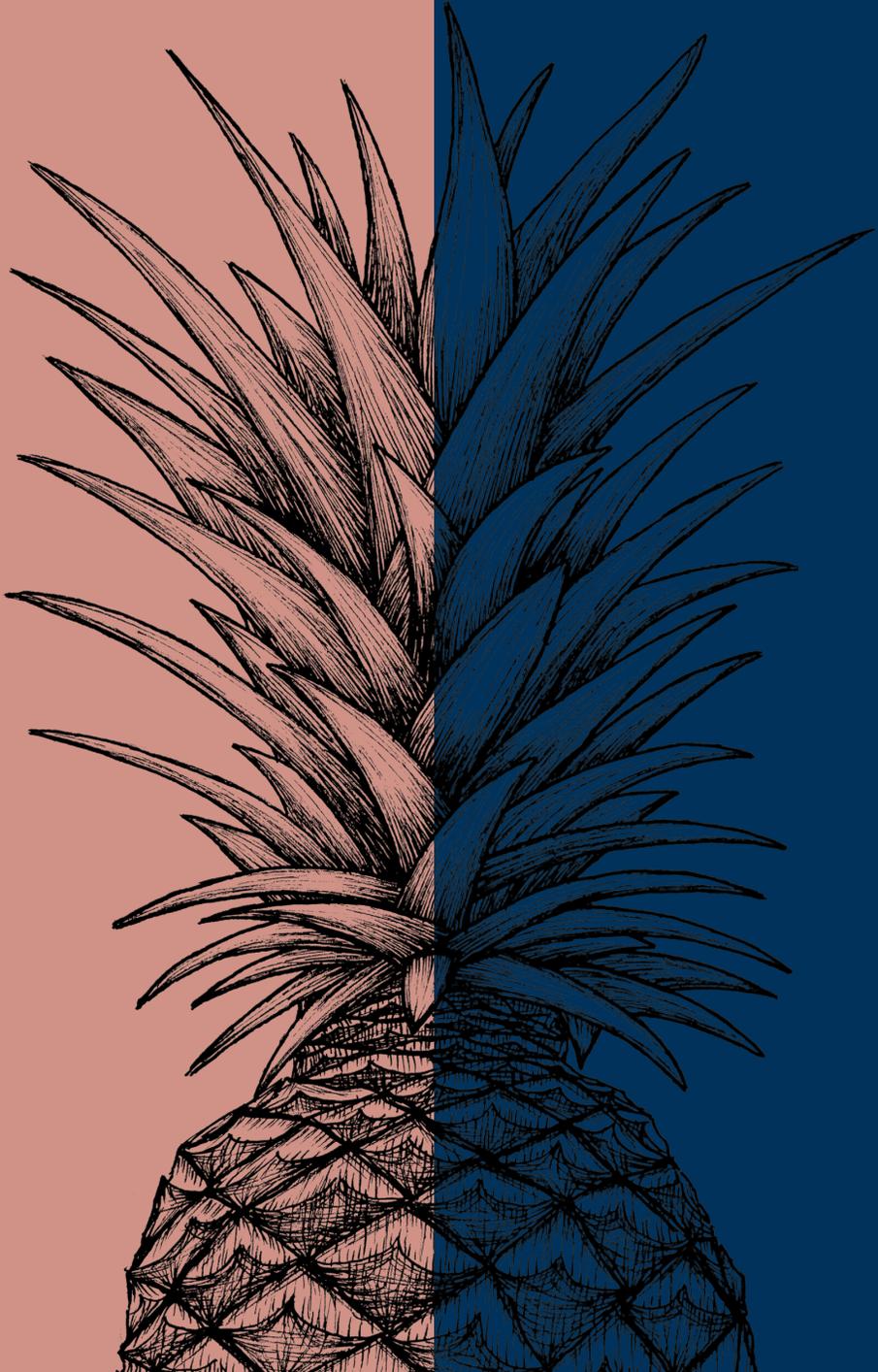
Spacial Experience Designer

Owner of Spacial Services, architect ETH, stages brands and consequently extends the customer journey in physical space. This way, brand values become a tangible asset – customers such as ewz, UBS or TCS know this too.



This distinguishes us from the competition

For each of your projects, we put together a perfectly matched team of the best in their respective industries. With us you will be personally advised and accompanied by the boss. As experienced project managers, we guarantee that your projects will be managed in an agile and time-optimized manner. For you, this means that with us you not only save money, but also see results even faster without any loss of quality.



pineapple
&friends

**We are curious & look
forward to meeting you**



pineapple & friends GmbH
Aryanastrasse 39, 8704 Herrliberg
pineapple-friends.ch

+41 79 715 70 57
hello@pineapple-friends.ch

VAT no: CHE-402.077.725 MWST
Commercial Register No.: CHE-402.077.725
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