



Media release

Comms&Media: a new service for start-up companies powered by Benz Advisory, mediacrewgroup and HEMEX

Switzerland, 11 August 2021 – Benz Advisory, mediacrewgroup and HEMEX join forces to support early-stage companies with strategic communications through a new service called Comms&Media. Targeted at early-stage businesses from all industries, it offers a unique, holistic approach to help companies develop and implement effective external and internal communications.

Tailored packages for optimal results

Communicating in an effective, precise and targeted way is vital to the success of any company and/or organisation. Great communications are more than just delivering information. Comms&Media will help young companies to tell their story in the most effective way to reach the right audience. Clients can choose from a menu of options, or have a customized package designed for them by our multidisciplinary team, tailored for their industry and stage of development.

“We support companies to find the best and most creative communication solutions to ensure maximum impact. Thanks to our broad expertise and years of experience, we offer tailor-made services and programs that meet our clients’ needs – focused, concise and results-driven,” commented Beatrix Benz, Founder and Managing Director at Benz Advisory.

Comms&Media can help increase brand awareness, online presence, and even sales. Are you fundraising and looking for the right investors? Carefully targeted communication can help get the financing you need to take your business to the next level. Are you looking for greater visibility? Managing your digital marketing is one of many tools to help you build a media profile with the most important publications in the start-up ecosystem.

David Sutter, Managing Partner at mediacrewgroup, said: “Comms&Media helps you plan, develop, implement, manage and monitor your company’s communication strategy across multiple channels.”

It's all about the network

Together, Benz Advisory, mediacrewgroup and HEMEX offer a formidable combination of expert knowledge in the field of corporate communications and social media management.

“At HEMEX, we're delighted to team up with Benz Advisory and mediacrewgroup. By working together and pooling our expertise, this exciting collaboration enables us to create and deliver communications programs that will help start-up companies achieve their full potential,” said Franziska Stemmler, Head of Business Development at HEMEX.

For more information about this new product, please contact:

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About Benz Advisory AG

Benz Advisory AG is an agency for strategic communication in healthcare and life sciences. It supports start-ups, biotech, medtech and pharmaceutical companies worldwide, and develops creative communication solutions with impact. The Benz Advisory team is passionate about enabling people and organisation succeed. Website: Benz Advisory AG

About mediacrewgroup gmbh

Mediacrewgroup accompanies businesses on their social media journey. Working closely with their clients, they help make companies visible in relevant channels and break new ground to successfully address and engage with target groups. They develop creative concepts and digital strategies with a focus on results. Furthermore, they are passionate content creators. Website: mediacrewgroup

About HEMEX

HEMEX is committed to changing the future of healthcare by guiding the most promising European start-ups through each and every step to bring their solutions to the market. Headquartered close to the thriving Basel global Life Sciences hub, the goal at HEMEX is to ensure start-ups have access to a wide range of tailored products and practical solutions. Either in-house or via their network of pre-qualified experts, HEMEX empowers the next generation of transformative discoveries to grow into successful and sustainable businesses and drive change in both human and animal healthcare. Website: HEMEX