

## MLP rolls out new image campaign

- Nationwide campaign to be run in print, TV and online media
- Focus on the consulting needs of the MLP target groups
- MLP founder Manfred Lautenschläger featured as a trust anchor

**Wiesloch, 30th September 2011** – In its fortieth anniversary year, the independent financial services and wealth management consulting company MLP is launching a nationwide image campaign. “The aim is to continue to position MLP as a reliable partner and specialist within the field of financial planning for academics,” comments Dr. Uwe Stuhldreier, Head of Marketing at MLP.

The new initiative is centred on MLP founder Manfred Lautenschläger, and the campaign content focuses on the requirements of the various academic occupational groups with respect to high quality consulting. Manfred Lautenschläger then highlights the close relationship between these requirements and MLP’s performance commitment and corporate values. “No matter whether the clients are doctors, physicians, economists or lawyers – they all need an equal and long-term partner whom they can trust and rely upon,” explains Dr. Uwe Stuhldreier. “We convey this performance commitment in a special way through the incorporation of our company founder.” At the same time, MLP’s communication covers all of its business areas – old-age provision, wealth management, healthcare, insurance, loans and banking – in order to highlight its holistic approach.

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The image campaign will be rolled out from the beginning of October in broad-readership consumer publications as well as on prime-time television. The printed media placements and the advertising spot will be supplemented by online videos.

The new brand communication initiative was developed in collaboration with the Hamburg-based agency Kolle Rebbe, and the 30-second TV spot was produced by Ron Eichhorn.