

Press release

New market leader: fischerAppelt is the largest PR agency in Germany

Even before Covid-19 caused turbulent times in the economy, the German agency group achieved the most successful year in its history. It made it to first place in the German PR ranking and closed the year 2019 with fee revenues of 82.7 million euros, total revenues of 117 million euros and a growth rate of 40 percent. The next steps will be to push ahead with internationalization.

Germany/Hamburg, April 27, 2020 – In the renowned German PR ranking of the trade magazine prjournal, the communications agency fischerAppelt moves up to first place today: A significant change at the top for the first time in eight years. With a fee income of 82.7 million euros and a total turnover of 117 million euros as well as a growth of 40 percent in 2019, the agency group is thus the largest PR agency in Germany.

The reasons for this growth are the integration of content, creation and media as well as the successful integration of the newly acquired advertising agency Philipp und Keuntje. With Philipp und Keuntje, fischerAppelt has also risen to the top ten in the German creative ranking, far ahead of other agencies with PR DNA.

"With Philipp und Keuntje we have massively sharpened our creative profile in the market and also made a big leap in our fees", says Matthias Wesselmann, Board of Management fischerAppelt AG, "in PR we were able to grow excellently in the FMCG & Retail and Healthcare & Chemicals. The Mobility & Tourism and Technology sectors have also developed very well".

Internationalization despite crisis

In addition to the current challenges of the global crisis, the Group continues to focus on internationalization. "Despite a probable decline in business, we are continuing to invest in our international growth," says Wesselmann optimistically, "we already serve major international brands and customers worldwide from Germany. In addition, PR has recently become more important than ever before. Both in the marketing and communication mix of companies and in the context of integrated communication."

About fischerAppelt

fischerAppelt focuses on brands and companies that are worthwhile. Every day, 700 colleagues from ten countries and international locations work for over 200 clients, of which half are DAX companies. We integrate project-based and integrated disciplines, from data to data distribution, from narrative strategy to sales, from planning for product innovation to performance, from content creation to advertisement, and evaluate our results through the worthwhile results we deliver for our clients and to ourselves. This makes us one of the leading agencies for creative and integrated marketing and communications solutions.



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