

battle&bounce

Battle & Bounce is a new promotion and positioning agency that redefines and integrates concepts and tools within the fields of positioning, media integration and social media marketing. Driven by enthusiasm, energy and a fundamental belief in quality content, we help businesses position, distinguish and differentiate themselves online and offline.

The current media landscape is characterized by clutter. Alternative methods are the key to reach and engage today's consumers, users and producers. Battle & Bounce offers contextual brand support based on creative and relevant content that is strategically constructed to satisfy human as well as machine. At the centre of our positioning work are dialogical universes of satellite sites, which we call SatSites.

"SatSites are highly customizable and serve as dialogical spaces where companies can meet users at eye-level, which, according to our analyses, generate an optimal and profitable balance between user satisfaction and conversion", says Managing Director Jannick Blaksmark, and continues *"in these times, where thousands of brands struggle for attention, quality content is the only viable long-term strategy for activating the right people at the right time"*.

The average American consumer spends roughly 33 hours online per week. Paradoxically, only one third of traditional media agencies are ready to embrace new social media marketing, a recent IPA study has documented. The survey concludes *"Success will be measured by the degree to which a brand is allowed to blend in with the conversations that are going on, with or without it, calling for a more subtle softer drip-feed approach"*.

Other Battle & Bounce tags

Campaigning, Promotion, Media integration, consulting

Battle & Bounce is lead by Managing Director Jannick Blaksmark, formerly Nordic Publishing Manager at GoViral, Head of Communication at Artiscopes Music and Communication and consultant for several high profile companies.

[Battle & Bounce - Creative Brand Positioning - battleandbounce.com](http://battleandbounce.com)

(+45) 3210 0207 (+45) 4061 3211 / info@battleandbounce.com