

BLOWUP MEDIA



SECTOR
MEDIA & COMMUNICATIONS

REGION
EUROPE

blowUP media is known for its Giant Poster advertising in major cities across Europe. The company is part of The Ströer Group, based in Germany, one of the biggest international marketers of out-of-home-media and street furniture.

blowUP media's poster promoting the Mini Cooper for BMW, as it appears to drive vertically up huge hoardings in London, Madrid, Paris and other key cities, is an iconic hallmark of the big-brand impact the company looks to achieve for its clients.

In Manchester's Piccadilly Gardens, UK – the largest poster site outside London – blowUP media was behind the Giant Poster launch of Nike's new England football team kit, modelled by local hero Danny Welbeck, the England and Manchester United star player.

The Emirates' promotion of the A380's on-board lounge has been emblazoned to business communities at key European locations through a blowUP media campaign.

blowUP media specialises in wrapping an entire building, setting spectacular scenes for advertising sites, adopting skycranes or building huge interactive, full-motion-screens.

The company, which has 12 international offices and operates through 300 Giant Poster sites across Europe, started in business in 1992.



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About the sector

Whenever specialists in Germany talk about Giant Posters they use the term 'BlowUPs'. So blowUP media has become synonymous with an entire advertising category of products and has influenced the development of the largest-sized outdoor advertising medium.

The company works in collaboration to find the best solutions for its clients and values an understanding for cultural history and monument protection, engaging with a wide range of stakeholders from scaffolding professionals to monument preservation specialists, building contractors, property developers and private real estate owners.

"When people talk to us, they're usually looking for more: more size, more impact, more quality – in short, all the things that qualify big, powerful brands and make people want them," says Katrin A. Robertson, managing director, blowUP media UK Ltd. "This is the goal we've set for ourselves. Our guiding principle 'we build big brands' is both creed and promise."

UHY services

UHY Hacker Young, London, UK, has provided audit and corporate tax compliance services to blowUP media UK Ltd since 2002 when we won a competitive tender against one of the Big Four (unknown to us at the time). More recently, UHY Hacker Young has provided the company with restructuring advice. Three UHY Hacker Young professionals support the business from their London offices.

UHY's member firm in Netherlands, Govers Accountants/Consultants, provides services to blowUP media Benelux, a subsidiary of blowUP Media. The firm audits accounts for consolidation purposes and provides an assurance report with internal financial figures. The firm also advises on other fiscal and enterprise issues.

Why UHY?

blowUP media's finance director Annabel Donne says her company needs a quick turn-around of accounts for the UK subsidiary for consolidation into group accounts – and UHY Hacker Young provides this expertise efficiently against a demanding schedule over a one-month period.

Working with UHY

"UHY firms provide us with a proactive and efficient service and help us to meet the very tight group reporting deadlines that we need to adhere to," says Annabel Donne. "They are always on the end of the phone to answer any queries that we may have throughout the year, not just during the period of the audit."