**American-Swiss advertising agency with focus on
Corporate Social Responsibility comes to Zurich**

**plus305, an American-Swiss advertising agency, specialized in intercultural communication and advertising for sustainability projects, expands its activities to Switzerland.**

**Zurich, 6.11.2018**

The headquarters of plus305 are in the Design District of Miami, USA. The agency works for brands like Real Madrid, Banco Santander, AirEuropa and Viacom (MTV, Comedy Central etc.). plus305 was founded in 2014 by the multiple award-winning Creative Director Alberto Jaen from Madrid.

After having opened a subsidiary in Madrid, plus305 will open its doors in November 2018 in Zurich – the hometown of Swiss partner Nadja-Timea Scherrer. The agency is specialized in projects in the field of Corporate Social Responsibility (CSR).

Switzerland is not only a logical next step for plus305 because of its longstanding humanitarian tradition: “It was clear for us, that one day, we will have to expand to Switzerland. Swiss companies are aware of their responsibility towards society and the environment and have recognized the importance of CSR to a large extent“, says Nadja Timea-Scherrer, Global Strategist at plus305. Many companies communicate their CSR-projects, but there is still a lot of potential, adds Timea-Scherrer. “Just like with traditional communication, CSR communication has to be planned well, and stakeholders have to continually be reminded of all the good things a company is doing so that this corporate behavior really translates to consumer loyalty and is reflected in the figures.“ Today’s consumers want to be able to identify themselves with brands they purchase. If they don’t have the same values, their loyalty and trust dwindles. This is also true for B2B. Furthermore, CSR activities aligned with the purpose of a business also lead to more innovation and are a deciding factor for potential new employees when it comes to choosing an employer.

plus305 helps companies, brands, foundations, and NGOs worldwide do well by doing good in a creative and intelligent way – globally and across cultural boundaries. Thanks to the agency’s partnerships with numerous NGOs and companies in the private sector, it can resort to an outstanding network and strategic partnerships for its Swiss clients.

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**About plus305**The advertising agency of multiple award-winning Founder and Creative Director Alberto Jaen from Madrid and his Swiss Partner Nadja-Timea Scherrer is located in the innovative Design District of Miami with activities in Zurich and Madrid. plus305 helps companies, brands, foundations, and NGOs worldwide do well by doing good in a creative and intelligent way – globally and across cultural boundaries. [www.plus305.com](http://www.plus305.com/)