THE BRANDMAKERS

Increase visibility and push sales.
**Increase Visibility and Push Sales.** 2be’s experts know what they’re talking about. Countless projects with customers from different industries enable us to understand their goals. It helps you to have a critical but constructive sparring partner for your plans.

**Digitalisation First.** Everyone is talking about it: Those who don’t rely on automation now quickly lose the connection in a globalized world. The step towards digitisation is our daily bread - both conceptually and in terms of content. Benefit from our workshops, lectures and technical solutions.

**Helping People to Help Themselves:** We - 2be - do not always have to do everything ourself - we support you in implementing topics independently. This not only helps you to better master the measures that have been introduced, but also to reduce immense costs in the long term. If you can’t, we’ll step in.

**Networked Teams:** There are situations where work grows and grows - but new qualified employees are rare. Since some topics have to be dealt with quickly, we come into play. Hire our colleagues - they will support you in selected projects under your banner.

**Employee Retention:** Do you also wonder why the good employees always quit? Make provisions and give your colleagues the esteem you all want - while you still have the chance. We will help you with tips and concrete measures.

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**Efficient Communication.**

Get rid of what is superfluous and rely on instruments and contact points that bring you closer to your goal: For the sake of your customer.

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*Make an appointment today*

+49 (0) 911 / 47 49 49 49
We make **Brands**.

Project work for various Industries have a lot of positive effects here is an excerpt.

The entire range of brand projects can be found on our website.
Interested? We are happy to help!

Your contact person: Matthias Brinkmann brinkmann@twobe.de

Formats for Brand Implementation.

In order to set contact points, the corresponding formats and instruments are linked to the objectives.
Branding with Method.

From the analysis of the current status to the consistent Implementation of the chosen brand strategy internally and externally: We drive the route together with you!

Interested? We are happy to help!

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**Situation Analysis**: „Listen, measure, evaluate“.  
*Team building – Defining goals*

**Brand Identity**: „Derive, sort, merge“.  
*Brand steering wheel – Create utility and image concept*

**Brand Strategy**: „Describe, visualize, embed“.  
*Brand story writing – Consider keywords*

**Positioning**: „Present, address, promote“.  
*Contact points – Instruments e.g. PPT and website*

**Strategy Implementation**: „Implement, publish, network“.  
*Distribution of tasks and timetable*

**Brand Controlling**: „Evaluate, reflect, improve“.  
*Compare goal with result – Control brand*

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The process starts all over again.
Hello, my Name is Bart the Brand Maker.

I am your personal companion - and on the following pages I would like to give you a brief insight into what brand consulting and implementation means and what it can achieve.

Brand increases sales
Successful communication under the umbrella of targeted brand development

Even if they cannot be outweighed in money, brands, both product and company brands, are among the most important capital values that a company can dispose of in the market. The equation is simple: if the value of a brand rises, the value of the company that represents the brand usually also rises.

It is therefore one of the central tasks of companies to cultivate their own brands, to strengthen their significance in the market or to protect them in competition with their competitors. The brand is not only the logo, as is wrongly assumed by many, but behind the brand there is everything from the handshake of the salesman, the smell in the meeting room to the positioning on Google that a person with his 5 senses can absorb about the company. Brands always communicate holistically and are the sum of the emotional benefits bundled with the customer or employee. Those who act stubbornly and consistently will gain significant market advantages when dealing with the competition.
We extend the radius and significance of existing brands and build less well-known products, services or companies into visible brands. The aim of our joint measures is to increase the awareness of the company and its products or services in a targeted manner. This is reflected in an increase in turnover or, with a clear personnel orientation, in an increase in the number of motivated employees in the company.

Living brand communication
Achieving these goals requires the systematic and well-coordinated implementation of measures under the umbrella of an effective brand strategy. We at 2be_die markenmacher have twenty years of experience in building brand strategies, as well as in the application of various instruments and tools: from intelligent brand design to the design of classic print advertising media and the creation of websites to the development and expansion of communication platforms, which significantly increase the visibility of companies and their products in the market. We are not only familiar with all conventional media in the context of corporate communication, but can also jointly align existing tools and methods with the goal of successful branding.

Success must be made as transparent as possible in order to be perceived as such: This applies all the more to the entire area of corporate communications, both internal and external. In order to guarantee this, we use instruments that make the qualitative and quantitative effects of our brand measures measurable and can thus document the progress and development of our clients within the framework of brand building (brand controlling). Our brand work is not only strengthened by the daily work with the topic and the experiences from hundreds of projects: In addition, we benefit from multiple connections to networks of decision-makers and implementers who drive this area forward through applied innovations.

Brand Consulting.
Set priorities together with us and achieve several goals
Consider levels.
Intensifying visibility through networks

2be_die markenmacher is an active member of innovation platforms and clusters that are already keeping an eye on tomorrow’s developments today and want to benefit together from this edge in topicality in their daily work.

The two ways to market success

At the strategic level, we support our clients and partners in the form of consulting services: e.g. by embedding the brand strategy into the corporate strategy, but also, very practice-oriented, in the form of workshops, in which we work out the process of brand making together and in which we can the day-to-day running of the company.

At the measure level, we always provide our customers with the entire range of marketing instruments and brand modules with which they can effectively support the development and maintenance of their brand: from print to online products, from classic corporate design to content creation to the complete supply of the customer with marketing and communication concepts from a single source.

Communicate Successfully.

With permanent brand management the best external effect.
Complete Realization of Sustainable IoT Solutions

Initial Situation & Order Situation:
Following the management’s decision to shift the corporate strategy away from B2C towards B2B business, the corresponding sales and marketing measures had to be developed and implemented. The aim was to strengthen DCS’s core team, in particular through the use of team-building measures. For this purpose, corporate identity and thus the corporate design had to be adjusted to the new goals.

Result:
It is great how well the teambuilding measures took effect during the workshop and how lastingly they had a positive effect on the overall (working) climate of the DCS team. From the very beginning, a team stands behind the brand development, from the top to the project manager, sales, development, ... The entire corporate design and corporate identity measures could be implemented within a period of about three months!
Premium Implants for Ophthalmic Surgery

Initial Situation & Order Situation:
Human Optics AG planned a comprehensive relaunch of the website, the relevance of which was further enhanced by the fact that the redesign was also to include the content and structures of a new, significantly „rejuvenated” corporate design. 2be was to provide the design and the programming, the customer provided the corresponding content, which was adapted by one of our partners from the editorial department - especially with regard to the target group of Human Optics.

Result:
Development of a dynamic website, which the customer will be able to add images and text to in an uncomplicated way. The „Help for self-help” approach also applied to the implementation of further building blocks: DistriBlog, image ads, image brochure, e-mail push system. Thus the customer can roll out its own brand at any time - even in new markets.
Center for Applied Energy Research

Initial Situation & Order Situation:
ZAE Bayern has five locations in Garching, Würzburg, Erlangen, Nuremberg and Hof. In the years since their foundation, these had developed increasingly autonomously and were now to be reduced to their own, overarching brand core in the sense of increased and more uniform cooperation. To this end, the corresponding instruments had to be developed and measures promoted, especially with a view to creating visibility for the three target groups - the public, politics and companies.

Result:
The result is a subjective, as well as objectively greatly increased visibility in public space, as well as in politics and companies, a significantly stronger uniformity in the entire internal and external communication and further cooperation in the sense of joint brand development over many years.
Leading Edge Cluster in the Field of Medical Technology

Initial Situation & Order Situation:
The visibility of one’s own brand is particularly important for clusters. Unlike individual companies, they are often less strongly anchored regionally and need brand ambassadors who are all the more effective. In order to expand the radius of the go-cluster member, instruments should therefore be implemented in which the goals and contents of Medical Valley - precise in content and effective in form - are communicated.

Result:
Since the members of Medical Valley were involved in the implementation right from the start, the response was correspondingly positive. Visibility has increased and new members have actually been recruited. For the management, the result was so convincing that 2be has been the lead agency for Medical Valley ever since.
Tour operator of the German Alpine Club

Initial Situation & Order Situation:
The functionalities of the DAV Summit Club website were no longer up to date. The site required a lot of maintenance and was too seldom found by potential customers or interested parties.

Result:
The database could be slimmed down by 90 percent through consistent cleaning of the database and corresponding functionalities alone - and this with consistently increased usability. The stability of the website was significantly raised, also with regard to security aspects. Through the additional development of an e-mail push system and the use of appropriate keywords, the number of hits skyrocketed by 50 percent in the shortest possible time.
At a glance

92.4% Emotional attachment to your own company

1.700 Freelancers within 2 months recruited

10-30% Successful campaigns not only increase visibility, but also turnover.

35% With qualified measures increase online visibility
Increase **visibility** and push **sales.**

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