

Fact Sheet

**“We think more strategically than creative agencies and we’re more creative than strategy consultants.”**

GREENKERN is an international strategy and brand management agency that specialises in visionary branding. Greenkern was founded in 2007 with its headquarters in Berlin. The branch office in Beijing is one of few experienced and successful strategy consultancies in the Chinese market.

With more than 250 employees and a strong association with the independent agency aperto – and their designated digital competence – Greenkern is a think tank in one of Germany’s most advanced agency groups.

**Established:** 2007 in Berlin (Hauptsitz)  
und Office in Beijing, China

**Management:** Daniel Simon, Founder  
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**Employees:** > 20 Greenkern employees  
> 250 in the Agency Group

**Clients:** Volkswagen China | Hong Kong |  
Financial Services  
Skoda China | International  
Hyundai Europe | Korea  
Coca Cola Germany  
Conditorei Coopenrath & Wiese  
Alphabet | BMW Group  
Mäurer & Wirtz (4711)  
Lamborghini

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**Services:**

**Brand Analytics**

*No inspiration without insight*

Modules: Brand Analysis (Brand Evaluation, Market and Competitors Analysis, Target- and Interestgroup Analysis, Nextexpertizer Analysis) und Brand Monitoring (Opinion Mining, KPI-Online Tracking, Social Media Monitoring)

**Brand Strategy**

*Brands need a point of reference*

Modules: Brand Framework (Brand Core, Mission Statements, Brand Competence, Brand Vision), Brand Message Management (Brand Agenda, Marketing Calendar) und Creative Framework (Creative Brief, Brand Story, Brand Mood Film)

**Brand Experiences**

*Brands must be rooted in reality*

Modules: Brand Films, Brand Literature (Brand Publishing, Brand Books), Brand Online Communication (Brand Online Special), Branded Entertainment, Brand Touchpoints (Media Walls, Brand Communication System, Electronic Sales Support).

**Brand Consulting & Brand Steering**

*Realisation is the bottom line*

Modules: Brand Guidelines (Brand Manuals), Brand Executive Board, Brand Trainings, Brand Academy, Employer Branding, Brand Workshops, Brand Assist (Lead Agency Role)

**New Brand Territories**

*Brands need courageous strategies*

Modules: Participation Marketing, Digital Strategies, New Brand Development

**International Brand Management**

*Open new doors for the brand*

Modules: International Brand Strategies (Brand Adaption) und Naming Strategies (Naming Transcription)