

Services

Brands must be rooted in reality

Brand Experiences

The best strategy papers are worth nothing if they cannot be implemented to perfection. All too often, clever thoughts fail when it comes to their realisation. For Greenkern, this also means assuming responsibility for creative processes. Over and over again, the following question arises for decision makers: Can the design of brand experiences be placed into the hands of a strategic consultancy? We think: yes.

Greenkern has consistently demonstrated this expertise over the years: through innovative projects, which did not originate from the work of advertising agencies, either under our own direction or through monitoring the creative projects of our agency partners. In the process, a justified question became a clear mission statement for Greenkern: more strategic than any creative agency and more creative than any strategic consultancy.

Our Service Modules:

- ▶ **Brand Films**
- ▶ **Brand Literature**
Corporate Publishing
Brand Books
- ▶ **Brand Online Communication**
Brand Online Specials
- ▶ **Branded Entertainment**
- ▶ **Brand Touchpoints**
Media Walls
Brand Communication System (BCS)
Electronic Sales Support (ESS)

Further Greenkern Services:

Brand Analytics
No inspiration without insight

New Brand Territories
Brands need courageous strategies

Brand Strategy
Brands need a point of reference

Brand Consulting & Brand Steering
Realisation is the bottom line

International Brand Management
Open new doors for the brand

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