



Jens Hagendorf
Brand Strategy



References – a selection of projects

Allpresan	cosmetics	trend study, product development
Berlin Airports	travel	image study
Berliner Sparkasse	finance	brand and campaign strategies, qualitative and quantitative research
Bob Brown Foundation	non profit	campaign strategy
Commerzbank	finance	visual concept
Deutsche Post World Net	logistics	human resources strategy, qualitative research
Deutscher Sparkassen- und Giroverband	finance	digital sales strategy
DHL	logistics	internal brand launch concept
easyJet	travel	launch strategy for Germany, brand tracking, research
Einrichtungspartnerring	furniture	brand strategy, brand architecture, naming
ERGO	finance	international sponsoring guidelines
GdW Deutsche Wohnungswirtschaft	non profit	brand architecture, naming
Hyundai	automotive	world-wide branding
Intersnack	food	brand positioning
Kuraray	chemicals	product positioning
Lekker Energie	energy	brand strategy
Loose	food	product positioning
L'Oréal Vichy	cosmetics	qualitative research
Merck-Millipore	pharmaceuticals	world-wide re-branding strategy
Messe Frankfurt	fair	naming, vision and mission
Munich RE	finance	world-wide re-branding strategy
Nestlé Herta	food	campaign strategy
Renault	automotive	campaign strategy, research
Techem	energy	brand positioning, world-wide tag line, product development
28 Black	food	brand strategy
VDA Verband der Automobilindustrie	non profit	brand strategy
Volkswagen	automotive	brand architecture
Zoo & Co	pet food	brand strategy, customer segmentation



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About me

Born in 1973 in Hildesheim, Germany

I live and work in Berlin

Education

1995 to 2000 business communication studies at the University of Arts, Berlin

Erasmus-studentship for the London College of Printing

final thesis: “celebrities in advertising“ (published partly in „Der Mensch als Marke“ by Dieter Herbst; Thomas Anders; Peter Olsson et al., Göttingen-Berlin, 2003)

Skills

- brand and campaign strategies
- brand name and tag line development
- brand images and target group insights
- communication strategies for medium sized to global brands
- workshop facilitation in German and English
- development of research design for qualitative and quantitative surveys
- key findings and in-depth interpretation
- excellent skills in written and spoken English
- basic skills in Spanish



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