



**Jens Hagendorf**  
Brand Strategy



## References – a selection of strategy projects

|  |                    |  |
|--|--------------------|--|
| <b>Allpresan</b>                             | cosmetics          | trend research, product development                                  |
| <b>Auxmoney</b>                              | finance            | vision and mission, brand development                                |
| <b>Berliner Sparkasse</b>                    | finance            | brand and campaign strategies, qualitative and quantitative research |
| <b>Bob Brown Foundation</b>                  | non-profit         | campaign strategy  |
| <b>CBRE</b>                                  | real estate        | brand positioning, campaign strategy                                 |
| <b>Commerzbank</b>                           | finance            | visual concept   |
| <b>Deutsche Bahn</b>                         | mobility           | human resources strategy, sustainability project                     |
| <b>Deutsche Post World Net</b>               | logistics          | human resources strategy, qualitative research                       |
| <b>Deutsche Wohnungswirtschaft</b>           | non-profit         | brand architecture, naming   |
| <b>Deutscher Sparkassen- und Giroverband</b> | finance            | digital sales strategy   |
| <b>DHL</b>                                   | logistics          | internal brand launch concept  |
| <b>DIN Beuth Verlag</b>                      | industry standards | campaign strategies, naming  |
| <b>easyJet</b>                               | mobility           | launch strategy for Germany, brand tracking, research                |
| <b>Einrichtungspartnerring</b>               | furniture          | brand strategy, brand architecture, naming                           |
| <b>ERGO</b>                                  | finance            | international sponsoring guidelines                                  |
| <b>Gewobag</b>                               | housing            | communication strategy, naming, brand development                    |
| <b>Gregory's</b>                             | food               | market entry strategy, store checks, qualitative research            |
| <b>Hartmann</b>                              | disinfection       | product positioning  |
| <b>Hyundai</b>                               | automotive         | global branding  |
| <b>Intersnack</b>                            | food               | brand positioning  |
| <b>Lekker Energie</b>                        | energy             | brand strategy   |
| <b>Loose</b>                                 | food               | product positioning  |
| <b>L'Oréal Vichy</b>                         | cosmetics          | qualitative research   |
| <b>Merck-Millipore</b>                       | pharmaceuticals    | global rebranding strategy   |
| <b>Messe Frankfurt</b>                       | trade fair         | naming, vision and mission   |
| <b>Munich RE</b>                             | finance            | global rebranding strategy   |
| <b>Netflix</b>                               | entertainment      | target group exploration   |
| <b>Nestlé Herta</b>                          | food               | campaign strategy  |
| <b>Panasonic</b>                             | electronics        | trend research   |
| <b>Persona Service</b>                       | human resources    | brand development, naming  |
| <b>Plista</b>                                | services           | brand positioning  |
| <b>Renault</b>                               | automotive         | campaign strategy, research  |
| <b>Techem</b>                                | energy             | brand positioning, product development                               |
| <b>28 Black</b>                              | food               | brand strategy   |
| <b>Vodafone</b>                              | telecommunications | various communication strategy projects                              |
| <b>Volkswagen</b>                            | automotive         | brand architecture   |
| <b>Zoo &amp; Co</b>                          | pet food           | brand strategy, customer segmentation                                |
| <b>Zolar</b>                                 | energy             | vision and mission, brand architecture                               |



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**References** – three fantastic brand name developments

## formnext

Mould design and construction is facing the most ground-breaking change in its history. For centuries moulds had been designed from the outside to the inside. Now that 3D printing is market-ready, moulds are produced the other way around – from the inside out. As a result a new trade fair was launched to cover this industry sector.

The name Formnext deliberately omits the term “mould”. The brand name marks the beginning of a new era. Formnext was launched in 2015 and is now the world’s leading trade fair for additive manufacturing.

## hypermotion

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. In 2017 they came up with an exciting and innovative concept for a new event about mobility. The idea behind it was bringing together traffic management, city planning, logistics, information technology, climate research and psychology to create new solutions for the future of mobility.

The event was named Hypermotion. The name expresses the new way of thinking on a much higher and interdisciplinary level. Hypermotion was launched in 2017 and has since become an annual event.

## nautos

Beuth Verlag is the publishing and sales subsidiary of DIN (German industry norm and standards). Beuth provides a software called “Perinorm” which is especially designed for the needs of international corporations. This software helps engineers and developers to search, purchase and manage thousands of international norms and specifications. Since the software underwent a complete relaunch it also needed a new name that would work just as well without using the term “norm”.

The new name – Nautos – promises a quick and safe navigation. It derives from ancient Greek and is easily understood in most European languages. Nautos was announced in November 2019 and is expected to be launched in 2021.



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### **About me**

Born in 1973 in Hildesheim, Germany

I live and work in Berlin

Member of Brandheads

### **Education**

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

Erasmus grant for the London College of Printing

Final thesis: “Celebrities in Advertising” (partly published 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 tagline development
- brand images and target group insights
- communication strategies for medium-sized to global brands
- workshop facilitation in German and English
- virtual workshops
- 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

### **I am looking forward to hearing from you!**

Jens Hagendorf

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