

The NEW GENERATION Creative Agency & Production House



COMPANY

FOUNDED
OCTOBER 2018

LOCATION
BERLIN

MANAGING DIRECTORS
JULIA BUBENIK, MICHAEL KITTEL

EMPLOYEES
15 PERMANENT STAFF IN CREATIVE DEPARTMENT
6 PERMANENT STAFF IN PRODUCTION DEPARTMENT
PLUS NETWORK OF OVER 400 FREELANCE TALENTS FROM
VARIOUS CRAFTS

SHAREHOLDERS
JULIA BUBENIK, MICHAEL KITTEL, FLORIAN RÖSKE,
MORITZ HARTMANN

INDUSTRY EXPERIENCE
ENTERTAINMENT & STREAMING, AUTOMOTIVE, FASHION, FOOD,
SPORTS, FASHION, RETAIL, TRAVEL, TELECOMMUNICATIONS,
E-COMMERCE, START-UPS

SERVICES

STRATEGY
STRATEGIC PLATFORMS
BRAND STRATEGY
CAMPAIGN STRATEGY
BRAND TRACKING IMPLEMENTATIONS
MARKET RESEARCH ANALYSIS

LEAD AGENCY
STRATEGIC AND CREATIVE LEAD
INTERNATIONAL CAMPAIGN DEVELOPMENT AND ROLL-OUT
MANAGEMENT OF PARTNER AGENCIES
ENSURING SEAMLESS INTEGRATION AND WORKSTREAMS
IMPROVING BUDGETS AND TIMINGS
EMBEDDED TEAMS AT THE CLIENTS DEPARTMENTS
CUSTOMIZED TEAMS FOR CLIENTS AT THE AGENCY

CREATIVE
DEVELOPMENT AND IMPLEMENTATION OF CONCEPTS FOR
360° COMMUNICATION
PLATFORM DEVELOPMENT
FILM – TV, OLV, SOCIAL
OOH, DOOH, PRINT
DIGITAL, DISPLAY
STUNTS, ACTIVATIONS
SOCIAL CAMPAIGNING AND CONTENT

PRODUCTION
IN HOUSE FILM PRODUCTION AND JOINT VENTURE WITH CHUNK
AGENCY PRODUCING
ABILITY TO CHECK FEASIBILITY, COSTS, AND TIMINGS BEFORE
STARTING A PROJECT
PRODUCTION OF ALL TYPES OF HIGHEST QUALITY MOVING
IMAGES INCLUDING TVCS AND OLVS
CONTENT PRODUCTION FOR SOCIAL MEDIA
IN-HOUSE POST PRODUCTION WITH EDITORS AND MOTION
DESIGNERS
PHOTO PRODUCTION AND FINAL ARTWORK

CLIENTS

