

**Wie Marken begeistern und
wie du eine werden kannst.**





PROVINZIAL



SPRINGER
BIO-BÄCKEREI



BUSINESS
INSIDER

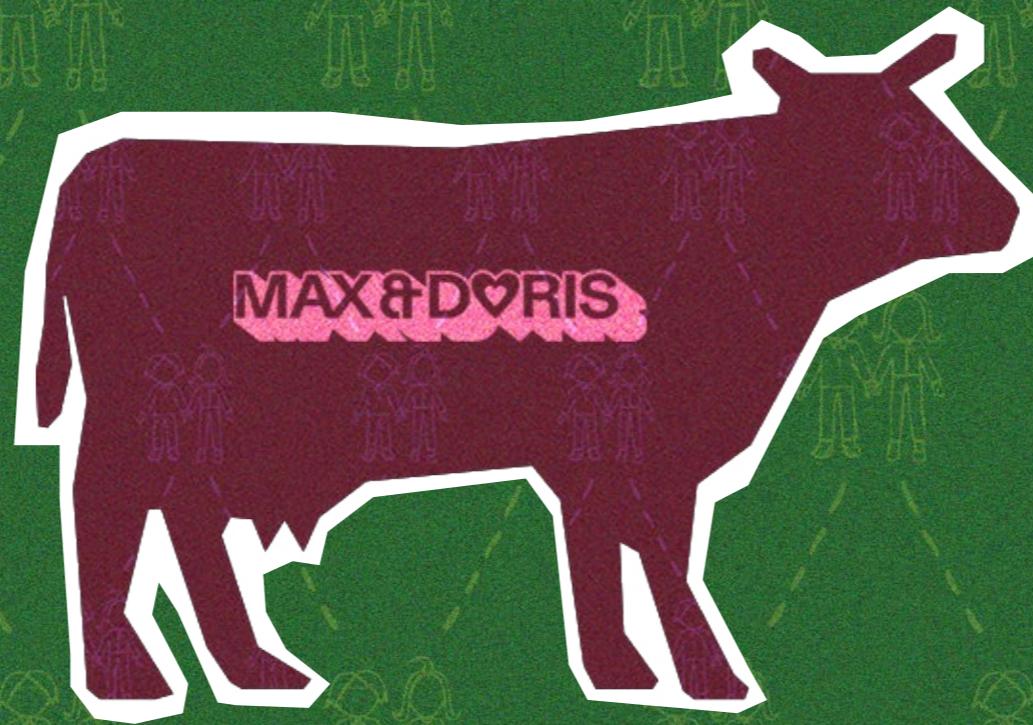
PAGE
DESIGN. CODE. BUSINESS.



NEW↑COMERS
BEST 2021



Was ist eine Marke?



Branded Cow



IVORY
Soap

IVORY
Soap

Logo

Werbung

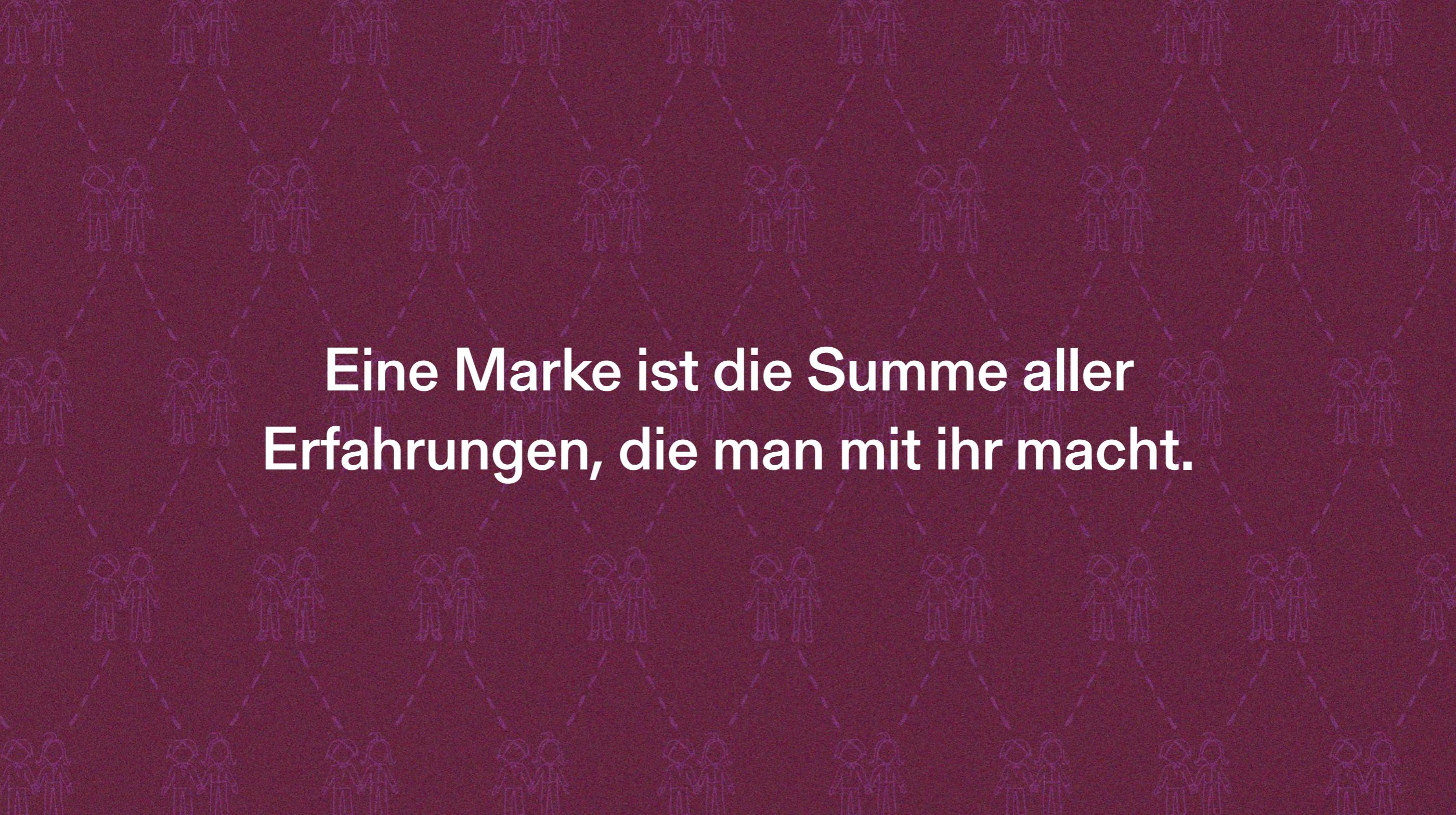
Influencer:innen

Eine Marke ist mehr als:

Corporate Design

Social Media

Marketing

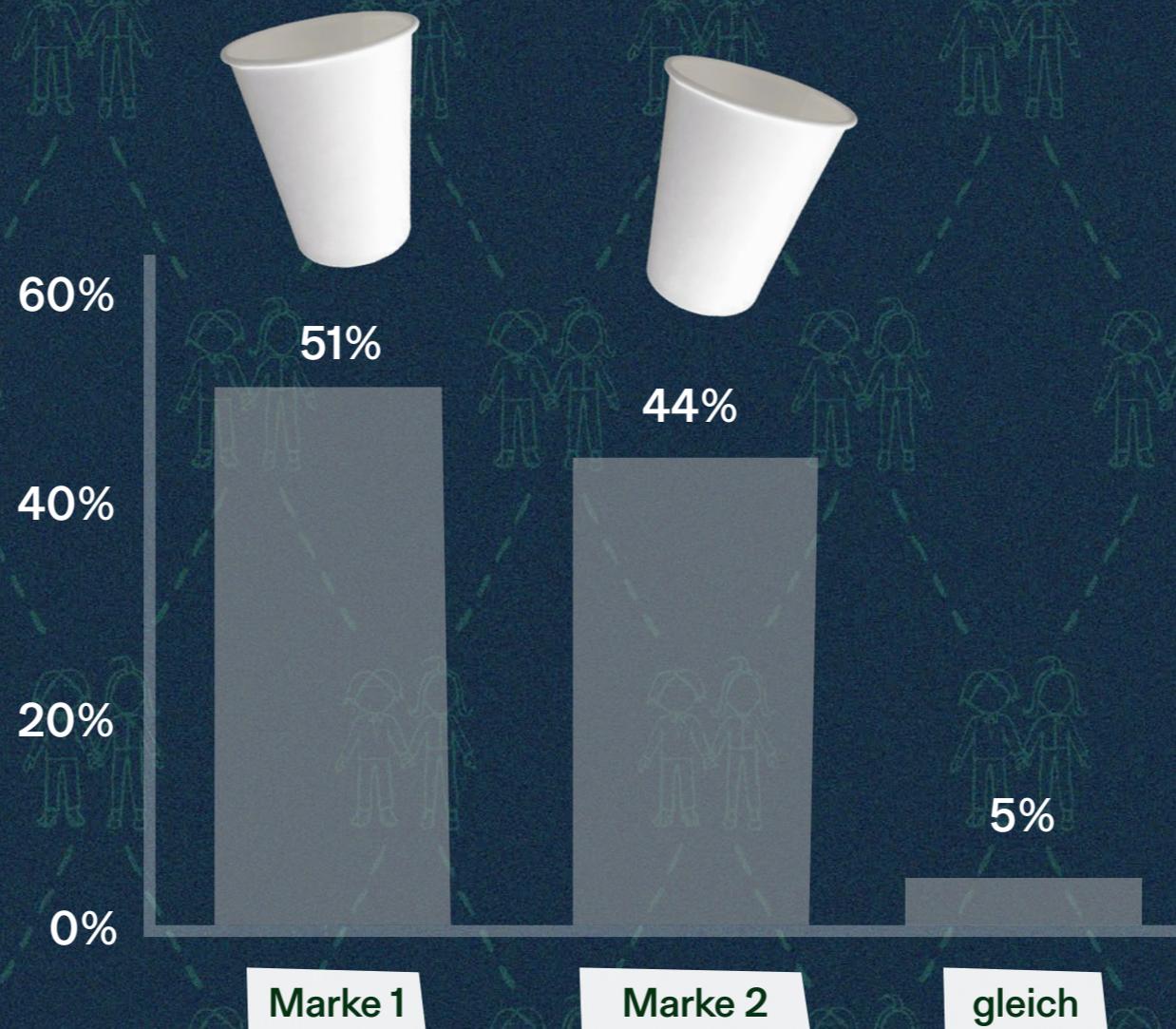


**Eine Marke ist die Summe aller
Erfahrungen, die man mit ihr macht.**

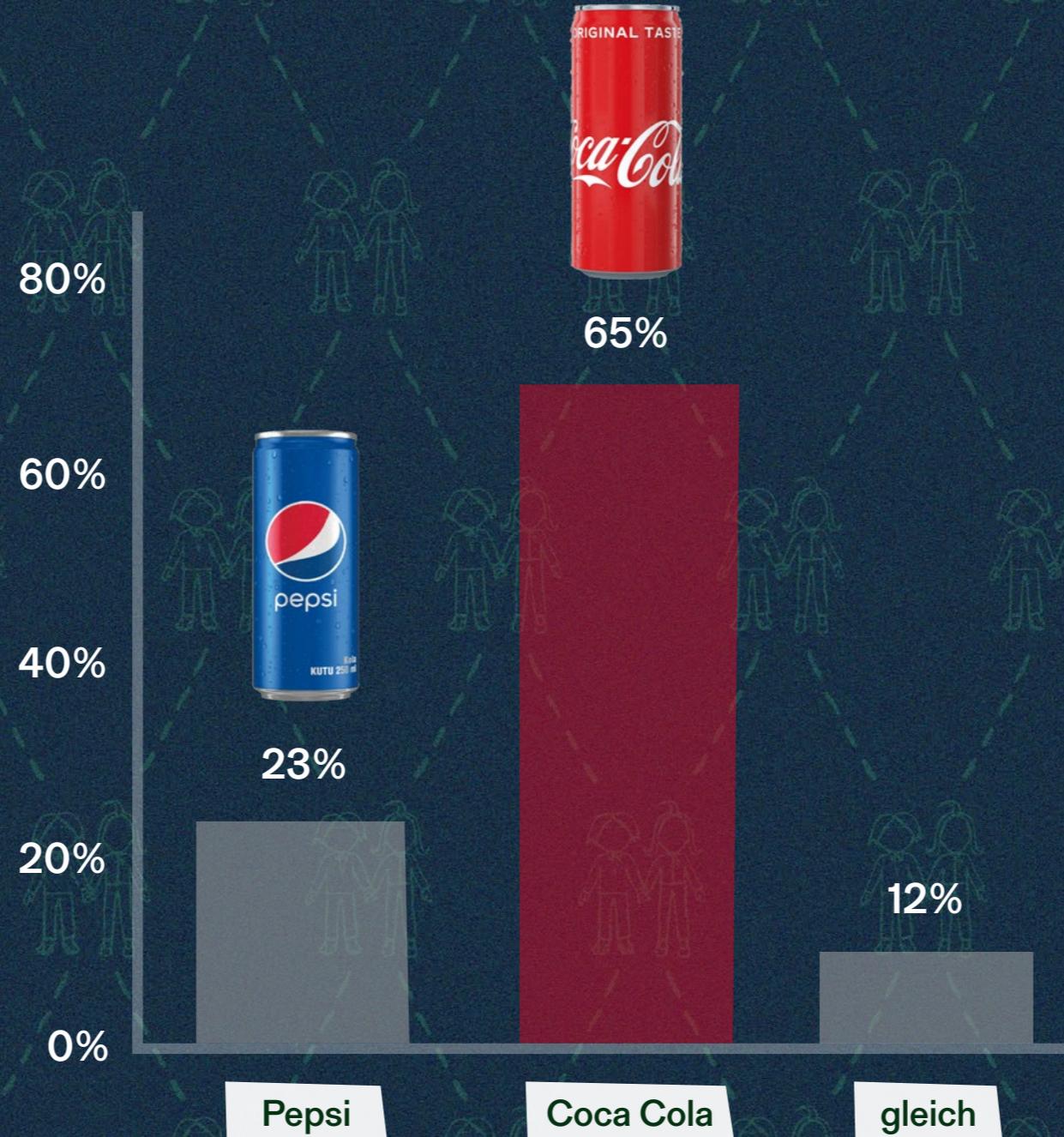


Die Macht von Marken

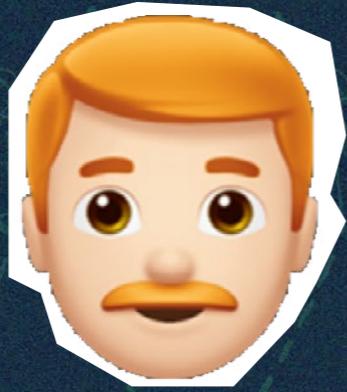
Blindtest



Offener Test











ELON MUSK



ELON MUSK





ELON MUSK





ELON MUSK





ELON MUSK





ELON MUSK





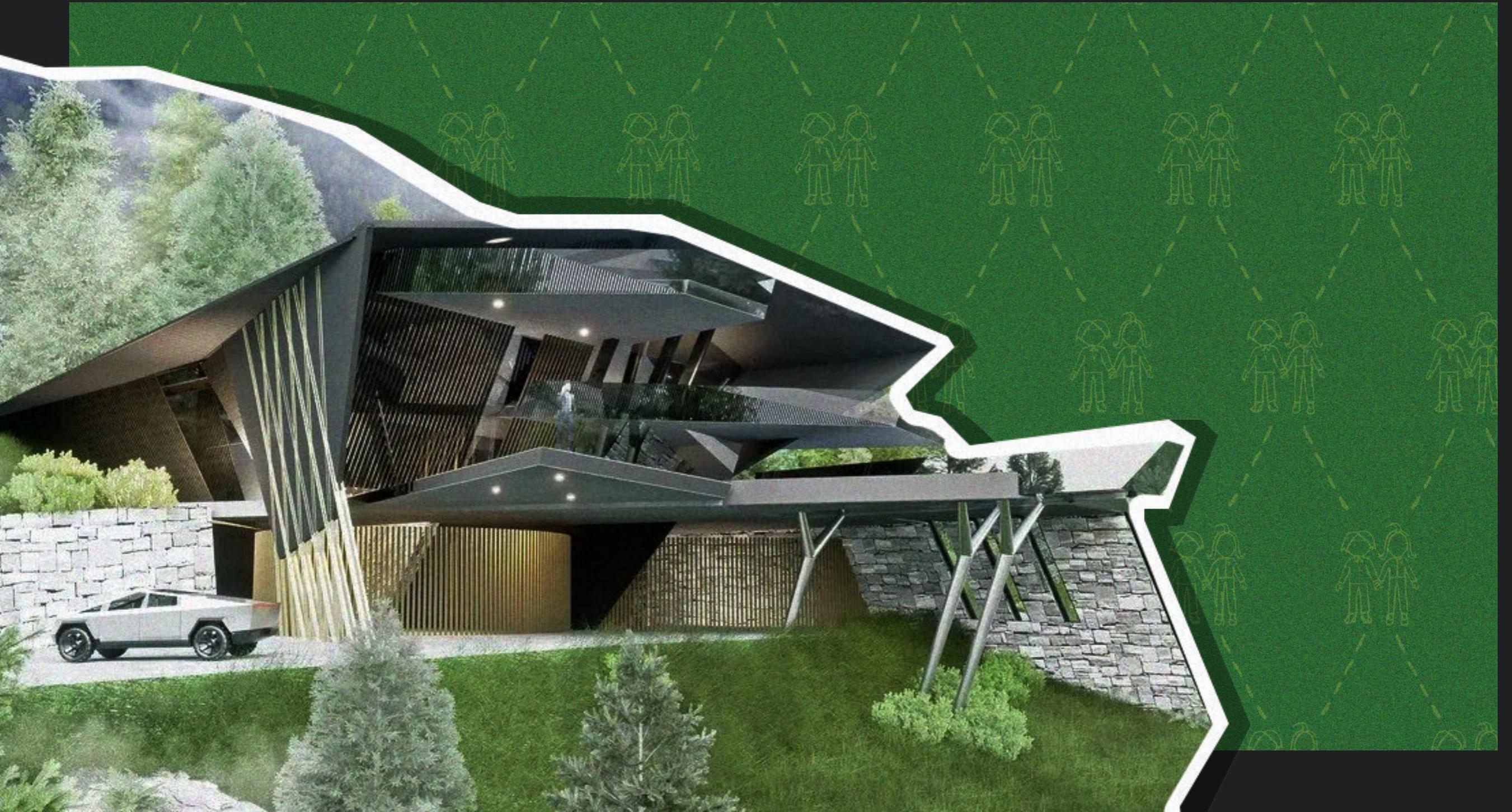
ELON MUSK





ELON MUSK





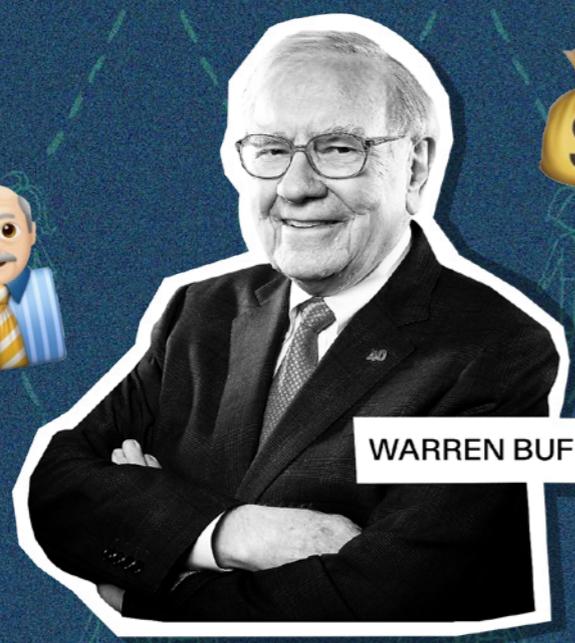


WARREN BUFFETT



WARREN BUFFETT





WARREN BUFFETT





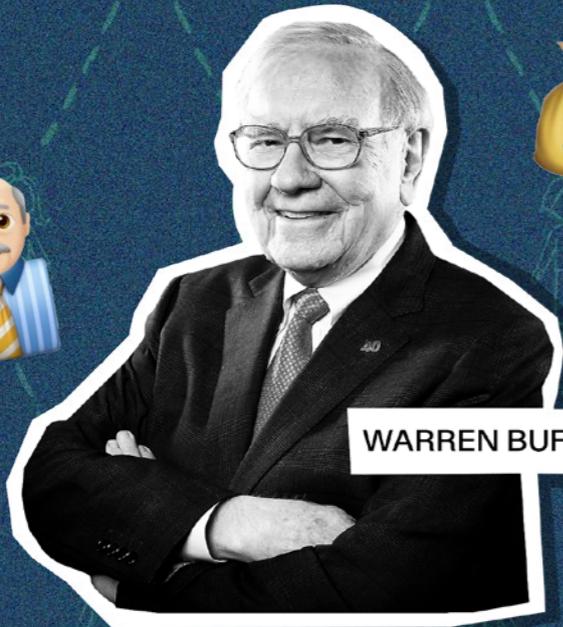
WARREN BUFFETT





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WARREN BUFFETT



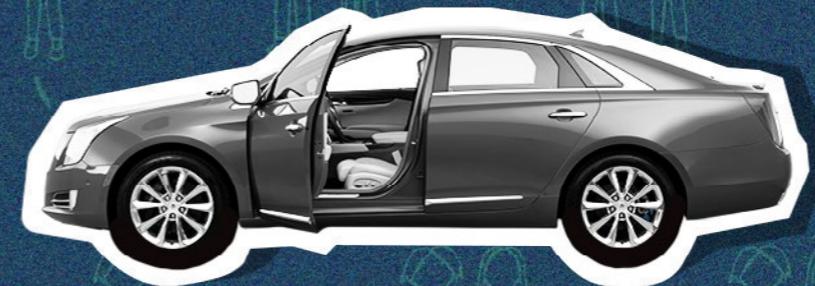


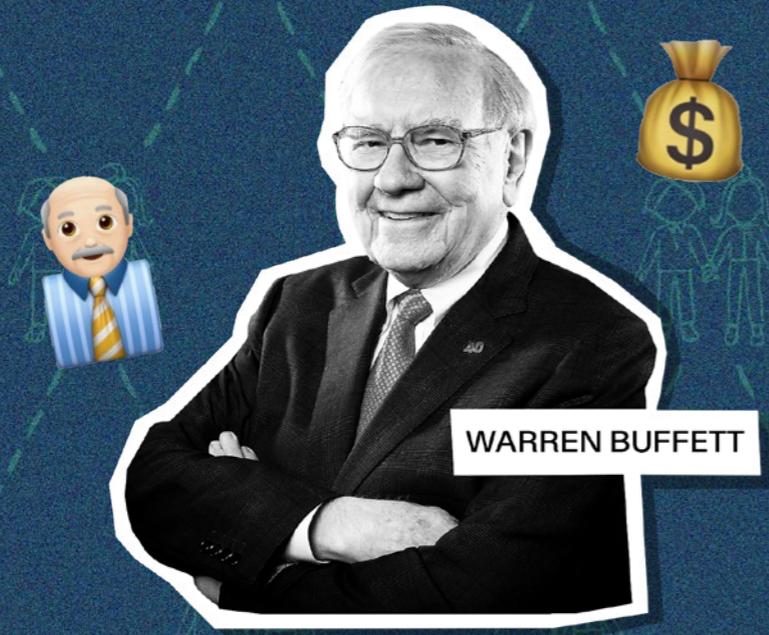
WARREN BUFFETT



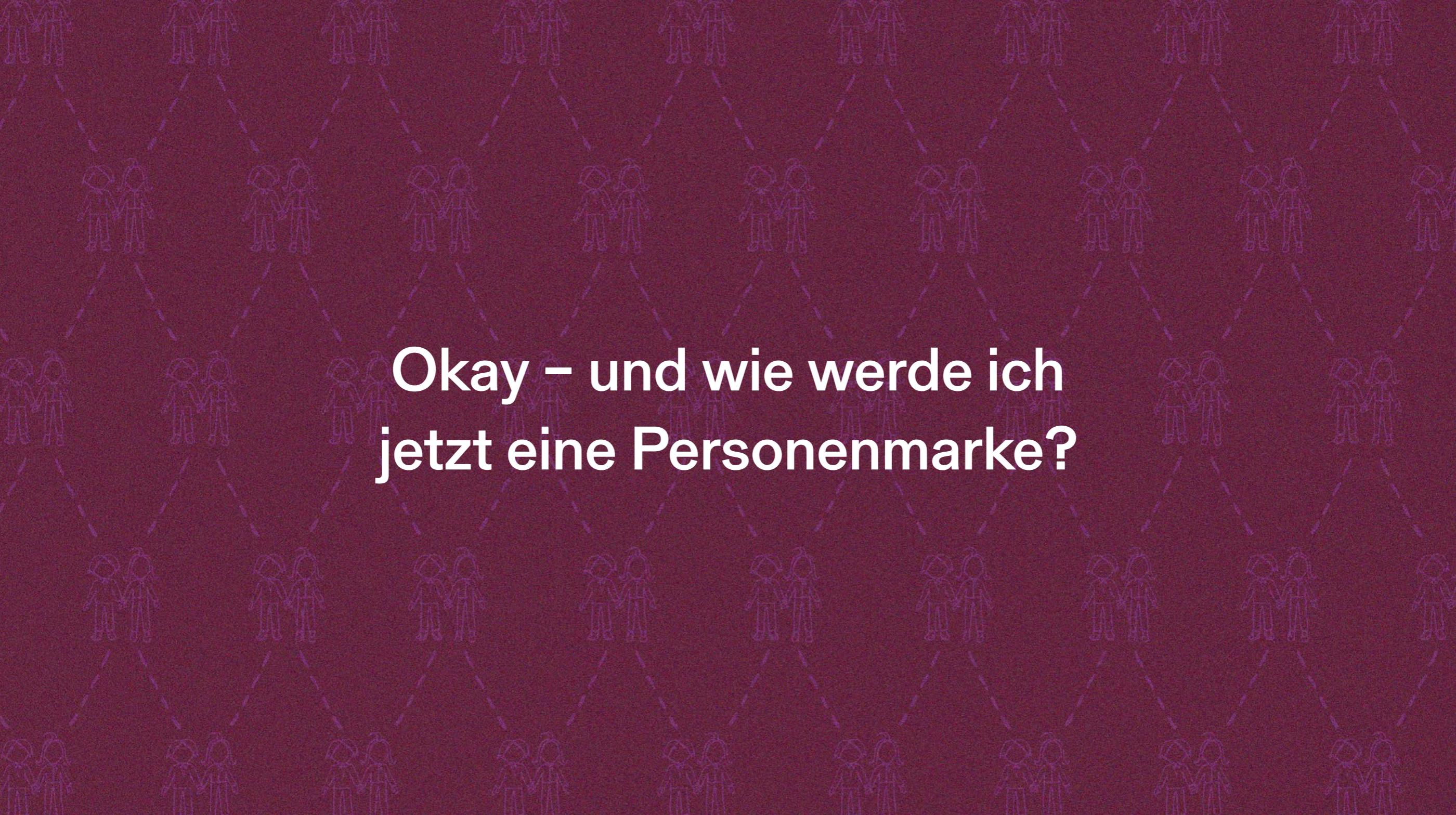


WARREN BUFFETT







The background features a repeating pattern of stylized, light-colored figures holding hands, arranged in a grid that creates a series of diamond shapes. The figures are simple line drawings with rounded heads and rectangular bodies. The overall color scheme is a muted, dusty purple.

**Okay – und wie werde ich
jetzt eine Personenmarke?**

Self confident

Selbstbewusstsein

Self aware

seine Stärken kennen

Vulnerable

Ecken und Kanten zeigen



**Spend too much time being someone else,
forgot who you are.**

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Danke