

AGENCY OVERVIEW

ASAP – BRAND SERVICES



HELLO

WE ARE ASAP!



[ALL SERVICES. AMAZING PERFORMANCE.]



*Great things in business are never done by one person.
They're done by a team of people.*

- STEVE JOBS -



asap

HELLO

BRAND STORY

HELLO - GLAD YOU'RE HERE!

We are ASAP - an agency of entertainment industry veterans with over 12 years of experience.

We want to transform your visions into tangible results that not only look good, but also look right.

We attach great importance to honest communication and effective solutions that we tailor to you and your brand.

Whether it's brand development, design, digital strategies or social media content - with us, it's all about bringing your ideas, products and brands to life.

BRAND
SERVICES

ASAP

BRAND SERVICES

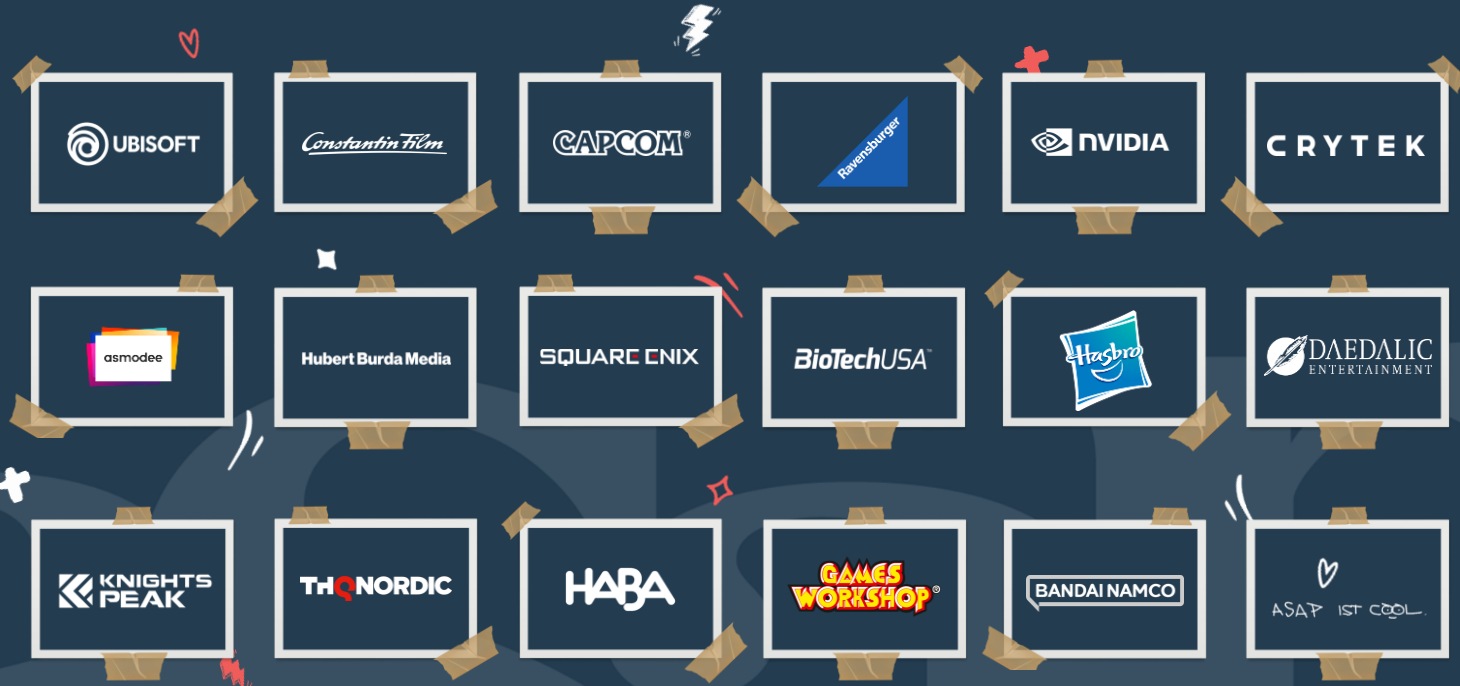
OVERVIEW



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OUR CLIENTS

HALL OF FAME



MAIN OFFICES

FROM "HABEDERE" TO "KUMM ERIN"!



MUNICH

WEB MEDIA PUBLISHING AG

BAIERBRUNNER STR. 3
81379 MÜNCHEN



COLOGNE

WEB MEDIA NRW GMBH

RICHMODSTR. 6
50667 KÖLN



PAID MEDIA & PR
CASES





*If you want to achieve greatness,
stop asking for permission.*

- BANKSY -



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PAID MEDIA

OVERVIEW

SEE AND BE SEEN!

With our tailor-made campaigns, we bring brands and products to large and small screens - from TV to digital platforms, social media and out-of-home. **Always with your goals in mind**; regardless of whether they are strong awareness or ROAS-optimized sales performance.



We stage brands in a targeted and effective way. Holistic strategies, real-time analyses and management by experienced experts ensure that we optimize every campaign. In doing so, we always keep an eye on **effect, addressing the target group and price-performance ratio** .

PAID MEDIA CASE

STARFIELD

REACH BEYOND THE STARS!

For the release of the award-winning role-playing game **STARFIELD**, we planned and executed cross-channel media campaigns in the DACH region together with our client Bethesda.

DIGITAL

TV

OOH

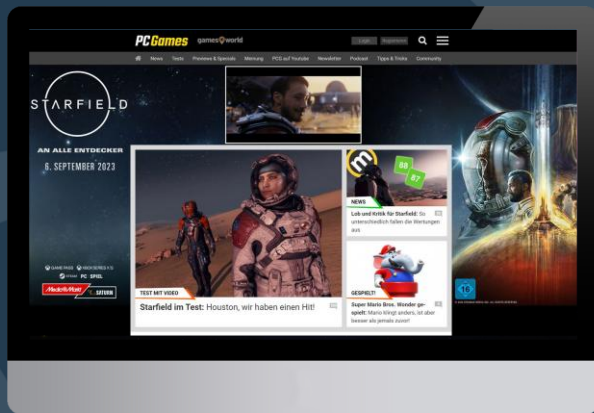


PAID MEDIA CASE

STARFIELD - DIGITAL

TO ALL DISCOVERERS!

Initial situation: 28 digital channels, three core target groups and more than five pulse points that needed to be activated in the right way. We achieved this with a mixture of internationally used hero assets, local advertorial content and small content bites - tailored to each target group and their individual needs.



PAID MEDIA CASE

STARFIELD - TV

THINK BIG, DELIVER BIGGER!

To maximize reach selectively, we combined CTV placements with pinpoint targeting with sports perimeter advertising.

THE RESULT: Huge reach in the shortest possible time and additional impressions through organic reporting in sports journalism.



STRONG REACH ON ALL CHANNELS!



PAID MEDIA CASE

STARFIELD - OOH

THINKING ONE LIGHT YEAR AHEAD!

18/1 posters, Station Video, Infoscreen - standard inventory when it comes to large OOH campaigns. And rightly so. But not enough.

For gamescom 2023, we have taken the concept even further: among other things, with large mobile areas that circle around the trade fair and capture the largest streams of visitors.

THE RESULT: It was impossible for over 330,000 gaming fans to get past STARFIELD. And that at the world's biggest games fair, one week before launch. A match made in heaven!



PUBLIC RELATIONS

OVERVIEW

LET'S LET THE WORLD TALK ABOUT YOU.

When it comes to PR, we work together with our friends from BXDXO. Through shared communication channels, we act as a single entity.

Each hand knows what the others are doing - and at the same time focuses on what it does best.



ASAP develops special projects, plans media activations and engages influencers.

BXDXO takes care of press relations and generates first-class organic coverage.



PUBLIC RELATIONS CASE

NVIDIA

We manage PR, influencer and media campaigns in the DACH region for our client NVIDIA.

The dovetailing of PR measures, influencer activations and media planning plays a particularly important role here.

Individual areas fuel each other and lead to the best results that contribute to common goals.

- Organic PR, media and influencer outreach
- PR and influencer special projects



**SOCIAL MEDIA & INFLUENCER
CASES**





*Everyone who is honest
is interesting.*

- STEFAN SAGMEISTER -



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SOCIAL MEDIA

OVERVIEW

OUR "RECOMMENDATION OF THE HOUSE"

We go straight to the heart of your target group. Our social media team not only lives and breathes **on the pulse of time**, but has also been regularly providing new benchmarks for successful social media management for over 12 years.



From innovative concepts and the creation of captivating content to effective community management: we move and touch people by bringing **brands to life**.

SOCIAL MEDIA CASE

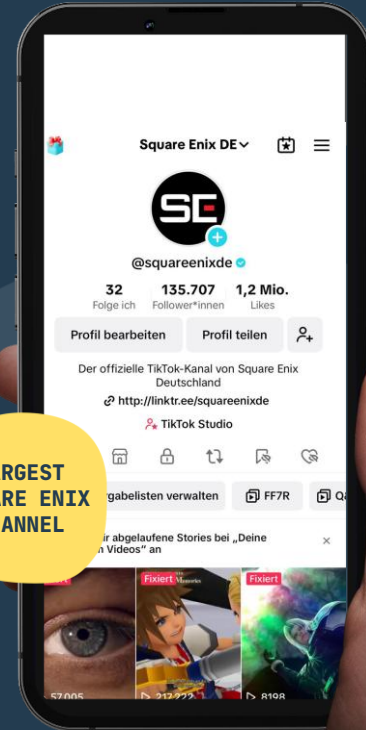
SQUARE ENIX TIKTOK

In 2021, we created a German TikTok channel for Square Enix and have been successfully managing it ever since.

From the initial strategy development to the creative implementation and continuous performance optimization, we have continuously developed the channel.



SQUARE ENIX



LARGEST
SQUARE ENIX
CHANNEL

SOCIAL MEDIA

DEINE FOR-YOU-PAGE!

**EINMALBITTE
PER EXPRESS
ZUM RACLETTEKÄSE
EXZESS!**



Raclette

UBISOFT



Wie ich mich aufführe, wenn es keine Snacks zu Hause gibt:



CAPCOM

CAPCOM



Raclette

**AIN'T NO
SUNSHINE
WHEN CHEESE
GONE!!!**

UBISOFT



Raclette

**GRÜSEL, GRÜSEL
HEUTE GIBT'S
RACLETTEKÄSE
UND FUSEL**

UBISOFT



Meine Reaktion, wenn die Spinne an der Wand plötzlich verschwunden ist



UBISOFT



BioTechUSA

**HOL DIR DEIN
STRAHLEN ZURÜCK**

CLEAR COLLAGEN

BioTechUSA



Egal, was euch die Templer weißmachen wollen:
Es ist Mittwoch, meine Kerle.



UBISOFT



Wenn ich Leuten Bilder meiner süßen Katzen zeige und sie nicht begeistert sind



SQUARE ENIX

SQUARE ENIX



INFLUENCER

OVERVIEW



MORE THAN FOLLOWER COSTS AND CPMs

With our customized influencer campaigns, we create authentic experiences for your brands and products. We create maximum impact for every budget.

Our campaigns are not only convincing in terms of content, but also deliver measurable results. We prove this with in-depth analyses based on meaningful KPIs.

From the creative concept to the selection of suitable influencers and implementation, we offer you an all-round carefree package.



INFLUENCER CASE

CONSTANTIN FILM

For the release of the film "**Chantal im Märchenland**" Younes reminisced about childhood memories together with the main actors...



4.1M
VIEWS



INFLUENCER CASE

SQUARE ENIX

Für **"Final Fantasy VII REBIRTH"** entwickelten wir unsere eigene Sephiroth-Shampoo-Werbung gemeinsam mit TikTok-Star Helge Mark.



1.6M
VIEWS



CASES

INFLUENCER MARKETING

LORCANA OWNS BIG TIME

We have been developing strategies for Disney Lorcana with Ravensburger since day 1 - in a large part of Central Europe.

THE CHALLENGE: Developing the right activity for every stage of the product life cycle.

Disney Lorcana Beats Out Magic with August Launch – TCGPlayer August 2023 Sales Breakdown

TCGPlayer's sealed product sales chart shows a promising start to the life of Disney Lorcana

Olivia Robinson | Sep 7, 2023



CASES

INFLUENCER MARKETING



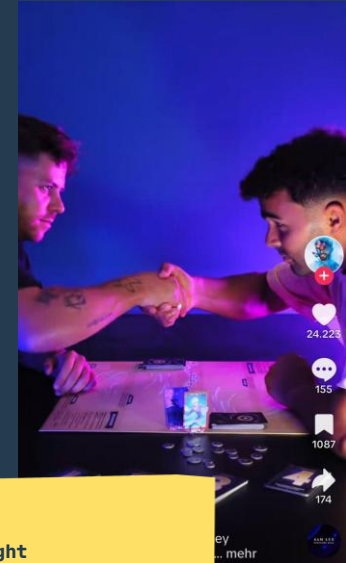
Large live stream events with tournaments, high-quality production and linked media campaigns.



Brand ambassador campaigns with manageable budgets for continuous content output.



MEHR DAZU



Highlight collaborations at strategically important times to reach the masses.

CONCEPT & CREATIVE
CASES





Imperfection is fine.

- ANNA WINTOUR -



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CONCEPT

OVERVIEW

WELL THAT'S A GOOD IDEA!

Together with you, we develop a brand strategy that convinces all involved parties: you, your users, your board and even your accountants.

We start where you need us: whether it's "just" the design of assets or a realignment of your brands and products in the market.



We combine creative ideas with data-driven insights and theories to tell your brand story authentically and sustainably. Everything from one source, everything from one team - tailor-made for your success. On all channels.

CONCEPT: CASE

NIKODERIKO

CRASH BANDI-WHO?

For the Platformer Nikoderiko - The Magical World, we produced a two-minute explanatory video to give players an understanding of the game's special features.

Script, capturing, copywriting, editing and voice-over production - all by us.

In seven languages: English, German, French, Spanish, Brazilian Portuguese and Japanese.



CONCEPT: CASE

CUSTOM PC - FINAL FANTASY XVI

WE CLAWED THAT ONE!

Together with our partners MIFCOM, ASUS and NVIDIA, we built a unique GARUDA Custom PC, which was later raffled off by the renowned GameStar magazine.

In addition, we created a high-resolution product video, which was accurately played out to the core target group with a media budget.



202K

IMPRESSIONS

1K

CLICKS

54K

VIEWS



CONCEPT: CASE

LIFE IS STRANGE - EMOTIONAL TRAILER

WE GET ALL EMOTIONAL!

For the fourth installment of Life is Strange, we were commissioned by Square Enix to create a video that captured the emotional reactions of well-known personalities to the game.

We tailored and optimized this asset with a strong social media focus for each relevant channel. With organic distribution and targeted advertising, we were able to address new target groups and highlight the special features of the game.

1.8M

VIEWS



CREATIVE

OVERVIEW

ONE HAS TO THINK OF THAT FIRST!

Creative is all about developing and adapting assets to showcase your product to its best advantage.

The focus here is on design, functionality and target group orientation.

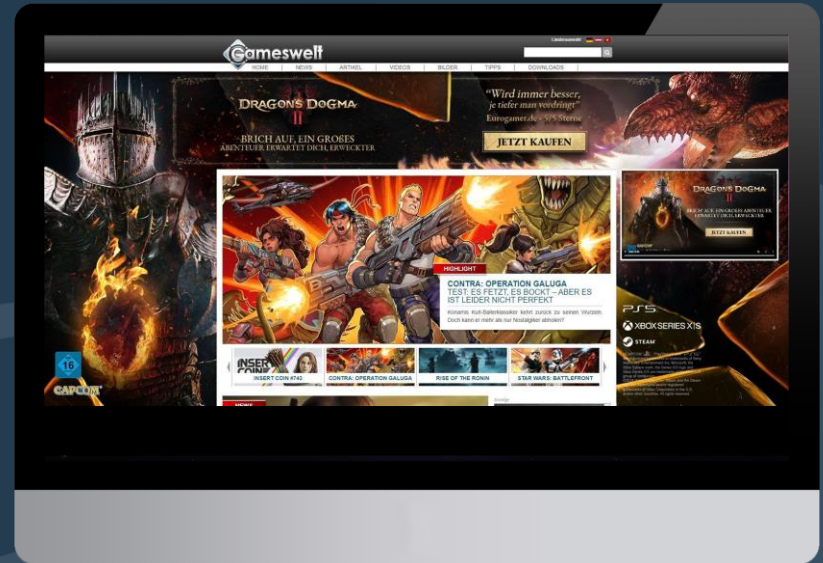
Whether for digital platforms, advertising or branding, creative content is crucial to creating consistent, effective and engaging brand communication.

CREATIVE CASE

CAPCOM

For our client CAPCOM, we produce assets of all kinds for all marketing channels:

- Social Media (Video + Static)
- Digital
- Print
- Out of Home
- Website and landing pages
- Customized products



CREATIVE CASE

CAPCOM



CREATIVE CASE

RAVENSBURGER





*The way something is presented will
define the way you react to it.*

- NEVILLE BRODY -



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THAT'S IT! THANKS A LOT!

SAY HELLO:



soeren.lohse@hello-asap.com
david.dieckmann@hello-asap.com



+49 89 740 53 299



hello-asap.com



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