

AGENCY PRESENTATION

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 - GREAT TO HAVE YOU HERE!

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

We turn visions into tangible results that look great and deliver real value. Image and impact go hand in hand with revenue and ROI.

We place great importance on open communication and practical solutions that we tailor specifically to our customers' products and goals.

Whether it's brand development, design, digital strategies, or social media. We're all about bringing ideas, products, and brands to life.



BRAND
SERVICES

ASAP

BRAND SERVICES

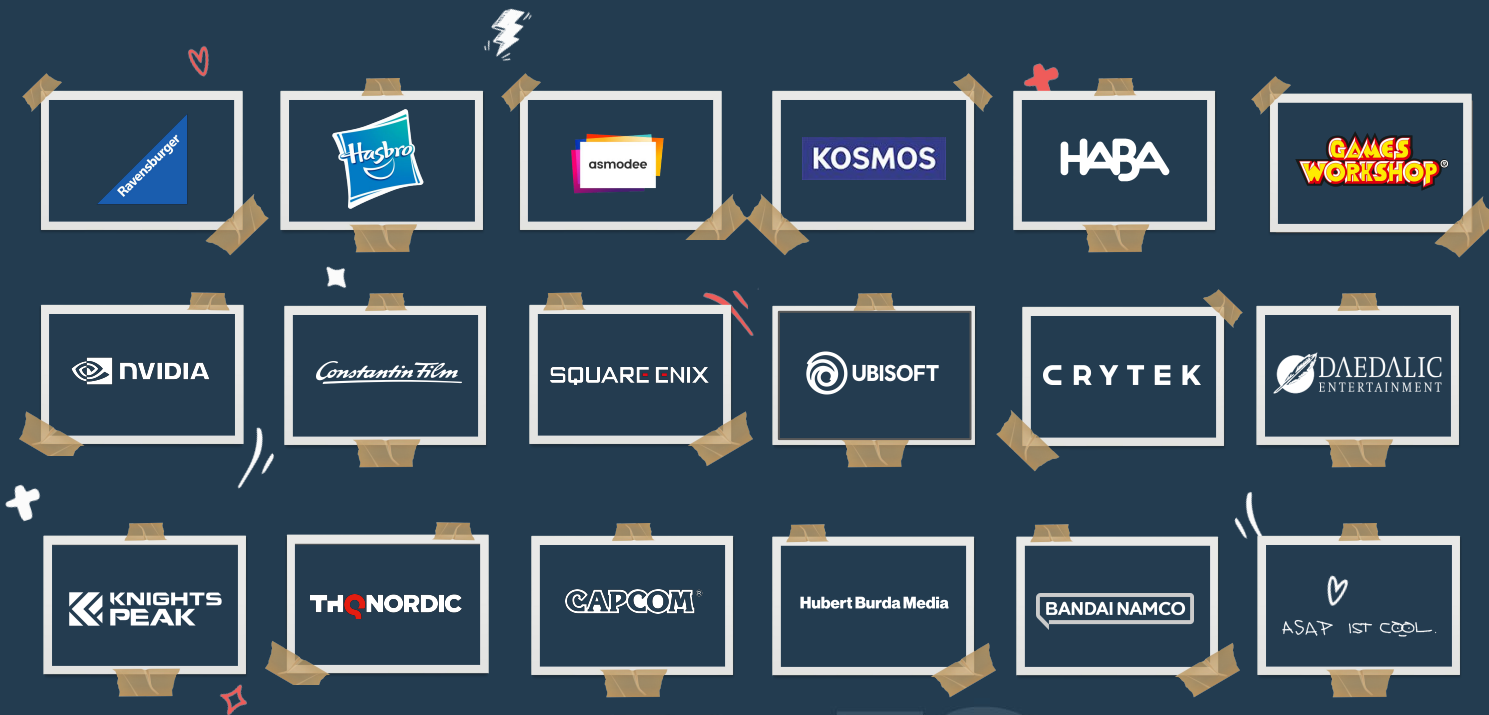
OVERVIEW



aSaP

OUR CLIENTS

HALL OF FAME



LOCATIONS

SERVUS, MOIN UND JOODE DACH!



MUNICH

WEB MEDIA PUBLISHING AG

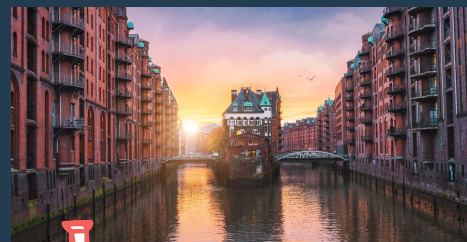
*BAIERBRUNNER STR. 3
81379 MUNICH*



COLOGNE

WEB MEDIA NRW GMBH

*IM MEDIAPARK 5
50670 COLOGNE*



HAMBURG

WEB MEDIA PUBLISHING AG

*RÖDINGSMARKT 9
20459 HAMBURG*

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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!

We bring brands to life across all media - from ATV and CTV to social media and digital platforms, all the way to precisely planned (D)OOH activations.

Our approach is strictly KPI-driven: From building reach in the upper funnel to ROAS-optimized sales in the lower funnel, we translate every business objective into the right communication strategy across all channels.



We connect channels, content, and target audiences across all areas. In doing so, we create comprehensive strategies that build on one another and help each other achieve maximum success. We act as a strategic partner to our clients, not merely as a toolbox. Our first and central question to ourselves working on every project: "What if it were my money?"

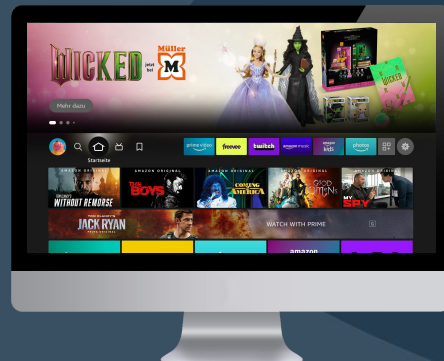
PAID MEDIA CASE

UNIVERSAL X MÜLLER

BIGGER, BOLDER, BEWITCHED

To coincide with the theatrical release of *Wicked: Part 2*, we promoted Müller's merchandise collection through an omnichannel campaign. The goal was to drive sales simultaneously at local retail locations and through e-commerce. The three-phase implementation:

1. Initially, we built broad awareness through social media and CTV.
2. For the launch, we maximized visibility through high-impact formats in OOH, DOOH, and in movie theaters.
3. The final step was a targeted performance push via social and programmatic advertising to directly convert the generated purchase intent into sales.



PAID MEDIA CASE

UNIVERSAL X MÜLLER

MAGIC IN MOTION:

The launch campaign began with the theatrical release of *Wicked: Part 2*. In the run-up to Christmas, we strategically positioned the products as **Gift Ideas**.

The campaign ran across various media platforms:

- Social Media
- Digital Video
- Out-of-Home (OOH)
- Digital-Out-of-Home (DOOH)
- specifically in the cinema environment



PAID MEDIA CASE

STARFIELD

ENDLESS HORIZONS!

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

DIGITAL

OOH

TV

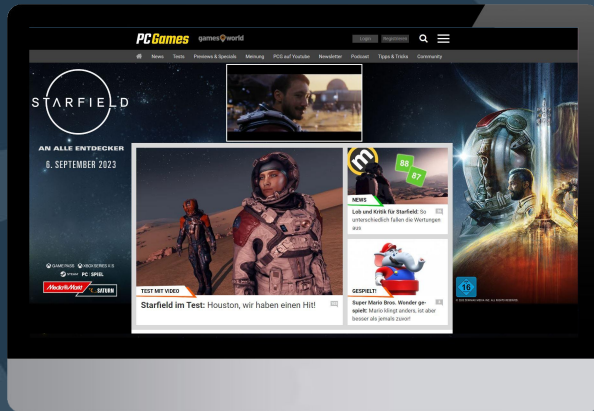


PAID MEDIA CASE

STARFIELD - DIGITAL

TO ALL EXPLORERS!

Starting point: 28 digital channels, three core target groups, and more than five touchpoints that needed to be activated in a way that resonated with each audience. We achieved this with a mix of globally used hero assets, local advertorial content, and bite-sized content-tailored to each target group and their specific needs.



PAID MEDIA CASE

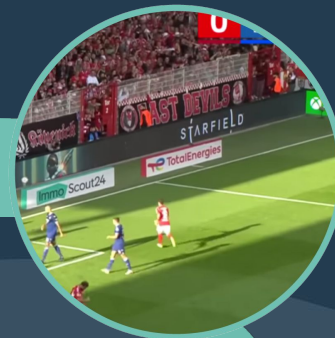
STARFIELD - TV

THINK BIG, DELIVER BIGGER!

To maximize reach in specific areas, we combined CTV placements with highly targeted audience engagement and sports perimeter advertising.

THE RESULT: Massive reach in no time, plus additional impressions through organic coverage in sports journalism.

STRONG RATINGS
ACROSS ALL CHANNELS!



PAID MEDIA CASE

STARFIELD - OOH

THINKING A LIGHT-YEAR AHEAD!

18x1 posters, video displays, and information screens - standard fare when it comes to large-scale OOH campaigns. And rightly so. For gamescom 2023, we've taken the concept a step further: with large-scale mobile displays that circle the exhibition grounds and capture the heaviest visitor traffic.

THE RESULT: It was impossible for over 330,000 gaming fans to miss STARFIELD. And this was at the world's largest gaming expo, just one week before launch.



gamescom

PUBLIC RELATIONS

OVERVIEW

LET'S LET TALK ABOUT YOU.

In the PR department, we work closely with our friends at BXDXO.

Through shared communication channels, we operate as a single team. Everyone knows what the others are doing and at the same time focuses on what it does best.



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

BXDXO handles public relations and generates high-quality organic coverage.



PUBLIC RELATIONS CASE

NVIDIA

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

In this context, the integration of PR initiatives, influencer campaigns, and media planning plays a particularly important role. Individual areas reinforce one another and lead to the best results, which contribute to shared goals.

- Organic PR, Media and Influencer Outreach
- Special PR and Influencer Projects



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**SOCIAL MEDIA & INFLUENCER
CASES**





*Everyone who is honest
is interesting.*

- STEFAN SAGMEISTER -



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SOCIAL MEDIA

OVERVIEW

THE ESSENCE OF COMMUNICATION

We strike a chord with the right target audience. Our social media team not only stays **on the cutting edge** , but has also been setting new standards for successful social media management for over 12 years.



From innovative concepts to the creation of compelling content and effective community management: We inspire and move people by **bringing brands to life** .

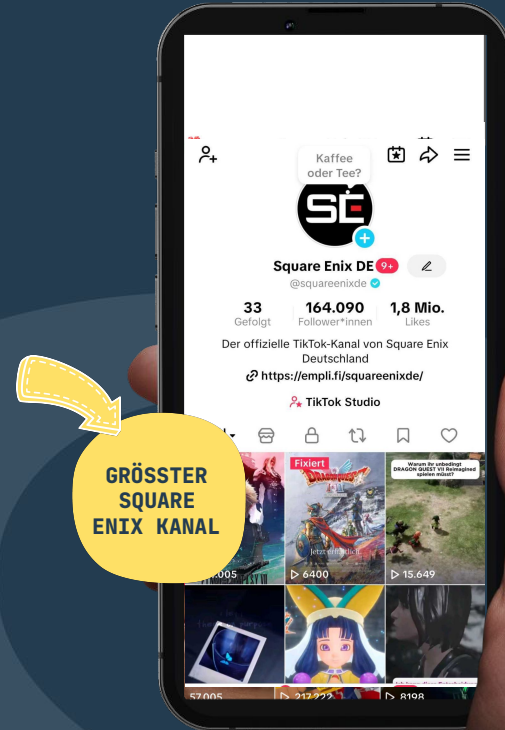
SOCIAL MEDIA CASE

SQUARE ENIX TIKTOK

TIKTOK GROWTH FROM THE VERY BEGINNING!

In 2021, we launched a German TikTok channel for Square Enix and have been managing it with great success ever since.

From initial strategy development through creative execution to ongoing performance optimization, we have continuously refined the channel.



SOCIAL MEDIA

YOUR FOR-YOU-PAGE!



**BREZEL MIT
RACLETTEKÄSE
UND RADIESCHEN**

Jetzt
speichern,
später
probieren

Raclette
SWISS



**YOU DOOMSCROLLED SO
MUCH. THE MIGHTY
PLATYPUS HAS APPEARED!**




DAEDALIC
ENTERTAINMENT




Disney
LORCANA

**PIECE BY PIECE,
FANS ARE FALLING IN LOVE.**

What the Lorcana
Community is saying:



Ravensburger



**DAS SIND LADY DIMITRESCUS
HERBSTLICHE MUST-SEES
IM RESIDENT EVIL-UNIVERSUM**

CAPCOM®



MEINE ELTERN MIT 30:
VERHEIRATET, HAUS, KINDER



ICH MIT 30:
STATTHALTER DES RÖMISCHEN IMPERIUMS IN
ANNO 117.



UBISOFT



**DIE KORREKTE REIHENFOLGE, UM
ASSASSIN'S CREED ZU SPIELEN**

**ASSASSIN'S
CREED
ODYSSEY** 431 - 421
V.CHR.

**ASSASSIN'S
CREED
ORIGINS** 49 - 43
V.CHR.

**ASSASSIN'S
CREED
MIRAGE** 860ER


UBISOFT



**My face after saying "you too" to the
waiter, who said "enjoy your meal!"**


**STORAGE
HUNTER**

astragon



**Schon auf der
gamescom unterwegs?**

SQUARE ENIX



INFLUENCER

OVERVIEW

MORE THAN JUST FOLLOWER COUNTS & CPCs

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

Our campaigns are not only compelling in terms of content, but also deliver measurable results.

We demonstrate this through in-depth analyses based on meaningful KPIs. From creative concept development and the selection of suitable influencers to execution, we offer a comprehensive, all-inclusive package.



INFLUENCER

OVERVIEW

YOUNES X
RAVENSBURGER



3.4M
VIEWS

BULLY X
HANDOFBLOOD



AWARD
WINNER



LARA LOFT X
LORCANA



16M
IMP.

asap



INFLUENCER CASE

CONSTANTIN FILM

PADDLE YOUR WAY TO SUCCESS!

The German blockbuster movie "KANU DES MANITU" blends nostalgia with youthful humor. Our take: Translating this blend into a cutting-edge streaming collaboration. Michael **BULLY** Herbig was a guest, live on one of Twitch's leading German talents, **HANDOFBLOOD**. The icons' uncut back-and-forth exchange created unique live moments and was honored with the **Stream Award 2025** in the "Best Stream Crossover" category.

STREAM AWARD GEWINNER



INFLUENCER CASE

CONSTANTIN FILM

THE RACING REPORTER SELFIESANDRA!

With her combination of wide reach and unfiltered humor, SelfieSandra made a big splash with her coverage of "Das Kanu des Manitu" - both in the run-up to the film and on the red carpet. Anyone who couldn't escape her microphone had to face her provocative questions. The result: high-reach social media content that sparked unprecedented enthusiasm.



2M
VIDEO VIEWS



INFLUENCER CASE

HASBRO

FOR HASBRO ON THE HERO'S QUEST!

For Hasbro, we engaged four leading board game creators in Germany and the UK to strategically promote four strategy titles within the community and generated over 10.5 million impressions.



INFLUENCER CASE

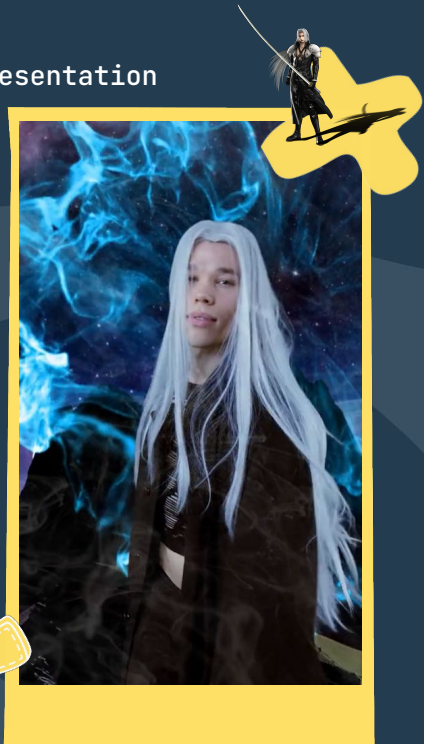
SQUARE ENIX

For **"FINAL FANTASY VII REBIRTH"** , we collaborated with TikTok star and actor Helge Mark to create a uniquely-creative campaign featuring a fictional beauty product: The **"SEPHIROTH SILVER SHAMPOO"**.

The product, inspired by a fan favorite, and Helge's humorous presentation specifically targeted new audiences and made the video a highly **IMPACTFUL ENGAGEMENT DRIVER**.



1.6M
VIEWS



INFLUENCER CASE

RAVENSBURGER - DISNEY LORCANA

LORCANA SHAVES - WE ARE THE BLADE

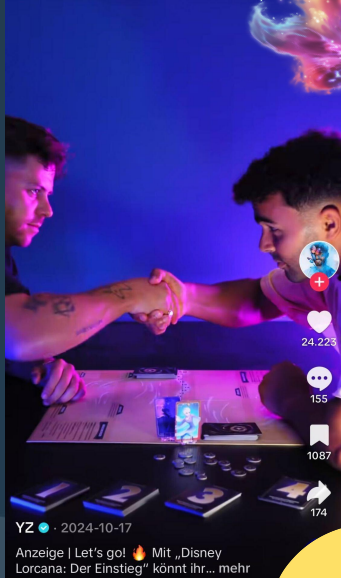
We've been working with Ravensburger to develop strategies for Disney Lorcana since day one—across most of Central Europe.

THE CHALLENGE: Develop the right activity for every stage of the product lifecycle.



INFLUENCER CASE

RAVENSBURGER - DISNEY LORCANA



3.4M
VIEWS

DISNEY MAGIC FOR NEWCOMERS:

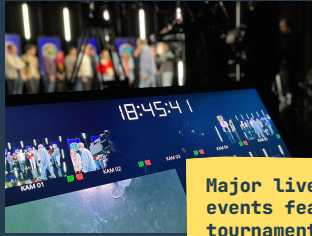
"The Magic Quest" campaign featuring Younes:

Two TikTok videos highlighting the entry-level product for new players.



INFLUENCER CASE

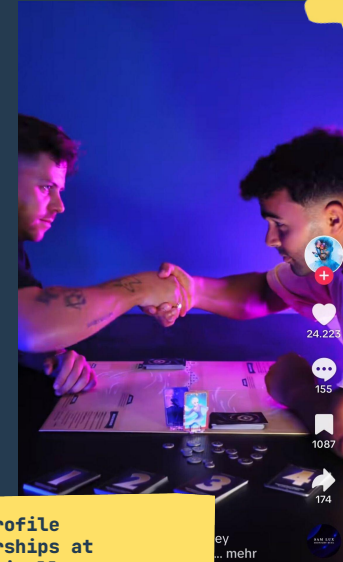
RAVENSBURGER - DISNEY LORCANA



Major live-streaming events featuring tournaments, high-quality production, & media campaigns.



Brand ambassador campaigns with manageable budgets for ongoing content production.



High-profile partnerships at strategically important moments to reach a broad audience.

**CONCEPT & CREATIVE
CASES**





Imperfection is fine.

- ANNA WINTOUR -



ASAP

KONZEPTION

OVERVIEW

THAT'S A GREAT IDEA!

We develop brand strategies that are compelling from the beginning.

No project is too big or too small; we approach the design of individual marketing materials with the same dedication as we do the comprehensive rebranding of brands and products.



We combine creative ideas with data-driven insights and hypotheses to tell brand stories in an authentic and impactful way.

Everything individually tailored to ensure our clients' success.

CONCEPT: CASE

BATTLEFIELD 6

STORYTELLING WITH A STRONG IMPACT

For Battlefield 6, we implemented a unique omnichannel campaign that combines a creative concept with measurable KPIs:

Posing as a fictional war correspondent, David “BeHaind” Hain headed straight to the battlefield in the game and reported to users across all channels on the game’s most exciting USPs.

The result: Reaches in the millions. On YouTube, on social media, on the web, on TV, and on information screens in subway stations anywhere gamers consume news.

I'M JAKE FOURNEY,
AND THIS IS
BATTLEFIELD NEWS!



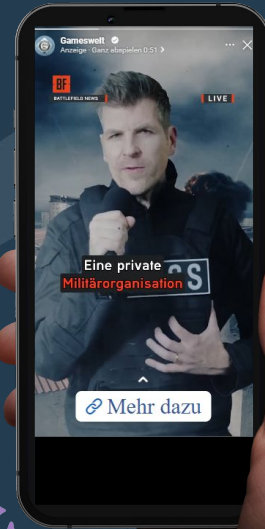
CONCEPT: CASE

BATTLEFIELD 6

CONTENT CREATION

In collaboration with David Hain, we have created an **immersive content experience**. By filming him in a specialized green-screen studio, we placed him directly within the game's environments.

We tailored all content individually to the formats and user behavior of each platform.



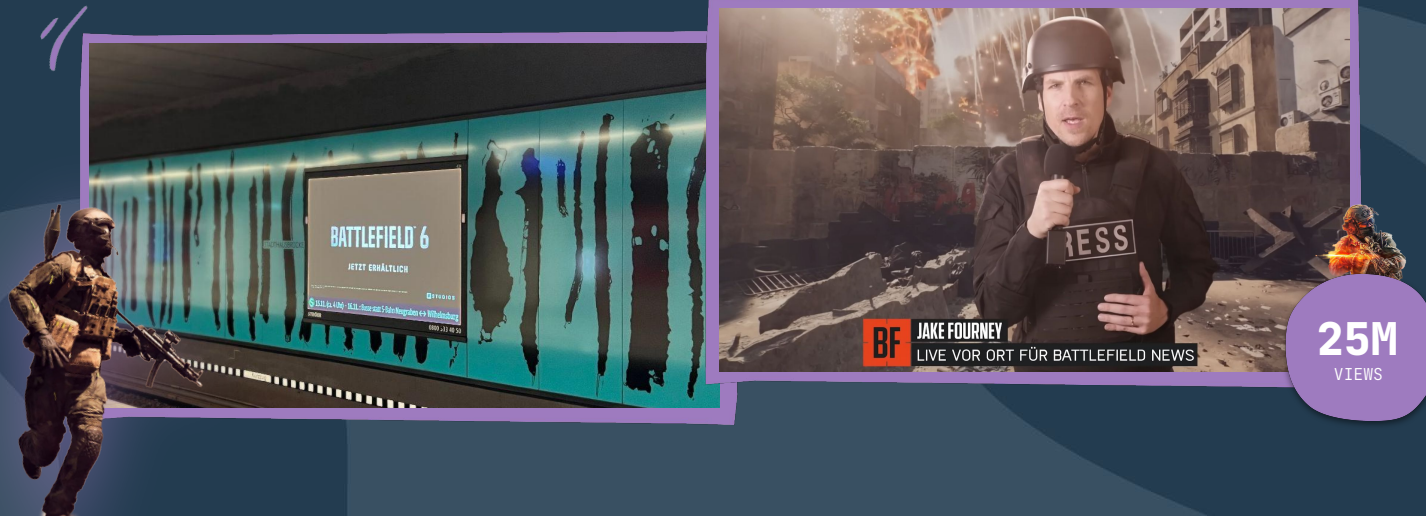
CONCEPT: CASE

BATTLEFIELD 6

SOCIAL MEDIA, CTV & DOOH

The 4K blockbuster effect on TV and the “thumb-stopper” factor on social media: By tailoring assets and narratives to each platform, we achieved maximum impact across every channel.

Even the providers of DOOH placements, known for their thematic sensitivity, received advertising materials that could be used in public spaces without reservation or restriction, despite the fact that they were promoting an “18+” war game.

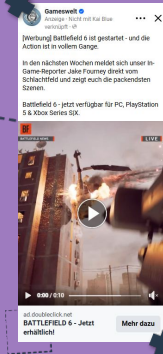
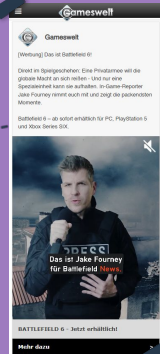


CONCEPT: CASE

BATTLEFIELD 6

14 ELEMENTS OF INTEGRATED AND EFFECTIVE BRAND COMMUNICATION

By combining behavior-based DOOH targeting, first-party user data from the gaming portal **Gameswelt**, context-based audience targeting on social media, and continuously refined retargeting strategies, we created a campaign that no blockbuster gamer in Germany, Switzerland, or Austria could miss.



14
CONTENT
PIECES

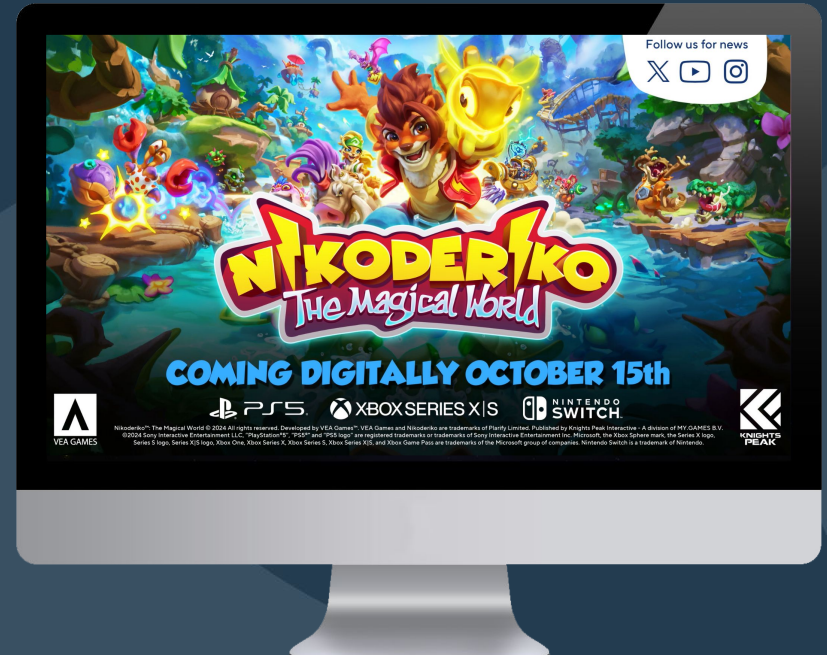
CONCEPT: CASE

NIKODERIKO

CRASH BANDI-WHO?

We produced a two-minute explainer video for Nikoderiko - The Magical World to give players an overview of the game's unique features: Scriptwriting, filming, copywriting, editing, and voice-over production.

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



CONCEPT: CASE(MOD)

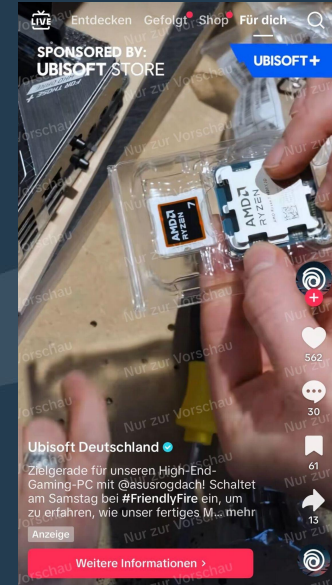
ANNO 117 - MEGA-CASEMOD BY HYDRA FORGE

COLOSSAL, MORE COLOSSAL, COLOSSEUM!

To mark the launch of **Anno 117: Pax Romana**, we created a unique case mod for our client Ubisoft:

A 49-inch curved ultrawide monitor and top-of-the-line gaming hardware formed the basis for a PC designed in the style of the Roman Colosseum.

A camera crew documented the process and produced a video series for social media. The grand finale: a **giveaway of the build on the channels of Dennis Brammen**, one of Germany's biggest gaming influencers.



HYDRA FORCE
EVENT ENTERTAINMENT

CONCEPT: CASE

LIFE IS STRANGE - EMOTIONAL TRAILER

THAT REALLY TOUCHES OUR HEARTS!

For the fourth installment of Life is Strange, we created a video that captured the emotional reactions of well-known influencers to the game.

We tailored and optimized this asset, which has a strong social media focus, for each relevant channel.

Through organic reach and targeted promotion, we were able to attract new players and highlight the product's unique features.

1.8M
VIEWS



CREATIVE

OVERVIEW

YOU'VE GOT TO THINK OF THAT FIRST!

In the creative field, we combine visual excellence with strategic, tailor-made solutions. Our approach: We design and adapt assets that showcase products in a way that resonates emotionally and aligns with the brand.

Our promotional materials...

- showcase products in a visually appealing way
- are tailored to every marketing channel
- Target specific audiences
- Deliver measurable added value
-

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



CREATIVE CASE

CAPCOM

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

- Social Media
- Digital
- Print
- Out of Home
- Website & Landing-Pages
- Custom-made products



ash

CREATIVE CASE

CAPCOM



CREATIVE CASE

RAVENSBURGER



For our client **RAVENSBURGER**, we develop customized creative assets that are strategically deployed in paid media campaigns managed by us to ensure maximum performance and brand awareness.



CREATIVE CASE

RAVENSBURGER

SIE DENKT AN DEN WEIHNACHTSMANN!



ELFER raus! Ravensburger

ER SIEHT ZEUS!



ELFER raus! Ravensburger

DEINE KARTe, DEINE FANTASIE



ELFER raus! Ravensburger

WAS SIEHST DU?



ELFER raus! Ravensburger

...WENN ES LOS GEHT...



ELFER raus! Ravensburger

...WIE ES SICH SPIELT...



ELFER raus! Ravensburger

...WENN DU BLOCKST!



ELFER raus! Ravensburger

...WENN DU GEBLOCKT WIRST!



ELFER raus! Ravensburger

LUST AUF EINE REVANCHE?



ELFER raus! Ravensburger

ELFER raus!



ELFER raus! Ravensburger

CREATIVE CASE

RAVENSBURGER



CREATIVE CASE

RAVENSBURGER





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

- NEVILLE BRODY -



asap

THANK YOU FOR YOUR ATTENTION!

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