

## Strategy consulting with a passion for brands

### Company

ALL ABOUT BRANDS Strategy Consulting was founded in 2007 by Katja Schommartz-Koerdt. The brand consultancy, located in Frankfurt, Germany, supports advertisers and agencies nationally and internationally in all aspects of brand development and cooperates closely with an extensive network of selected experts. Katja Schommartz-Koerdt entered the communication business in 1993 and has worked as an independent brand consultant since 2004.

### Mission

To combine creativity and passion with analysis and reason to develop inspiring ideas and strategies for radiating brands that is the mission of ALL ABOUT BRANDS.

### Services

ALL ABOUT BRANDS offers strategic inspiration for the entire brand planning process from analysis of the status quo and problem definition to implementation of actions, through consulting, workshops and training.

#### Brand strategy

- brand and competitive analysis
- portfolio strategies and brand architecture
- brand identity
- positioning and repositioning
- corporate identity

#### Brand innovation

- insights
- concepts
- positionings

#### Communication strategy

- insights
- concepts
- creative brief, briefings

### Partnership

We believe in partnership and seek an open, trusting and constructive cooperation with our clients.

### Tailor-made

We do not limit ourselves to predefined tools but develop the plan of action individually with every client for every brand.

### Independent

The work of ALL ABOUT BRANDS is characterised by independence and physical distance to the classical marketing and agency environment.

### Clients

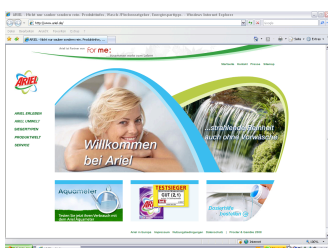


### Projects

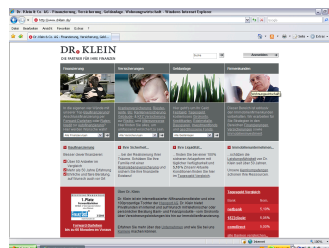
Selection of projects for which Katja Schommartz-Koerdt was responsible since 2004.

- Repositioning of GAMESLOAD, online gaming platform of Deutsche Telecom for Tribal DDB, Hamburg
- Strategic planning and project management for new Ariel detergent website for Proximity Germany, Düsseldorf
- Update of brand strategy and new corporate design for Dr. Klein, independent financial services broker, Lübeck
- Repositioning of ASICS sports brand for Aimag Rapp Stolle, Berlin
- Brand strategy consulting for Otto, leading German mail order brand, Hamburg
- Analysis of the German and Austrian horse feed market for the University of Minnesota Alumni Services, Minneapolis
- Market analysis for packaging innovation for the German food trade for AB Group One, Minneapolis

Ariel



Dr. Klein



ASICS

