

# Code and *Culture*

DIE GERMAN BRAND  
CONVENTION 2025



# Brand management between future and zeitgeist

Brands are no longer rigid entities, but social actors and dynamic ecosystems: data-driven, adaptable and in tune with the times. If you want to be relevant here, you need to combine technological foresight and cultural flair. What is needed are strategies that intelligently combine code and culture.

The “code” as a technological driver is at the center of change. AI, automated design systems and generative tools enable data-based decisions and personalized brand experiences. At the same time, visual codes form a strong, recognizable identity. “Culture”, on the other hand, stands for what makes brands relevant and resonant: values, attitude, social responsibility.

Code and Culture describes the new balancing act between technical feasibility and the creation of cultural meaning. Under this motto, renowned speakers will present their approaches and impulses in exciting keynotes on a total of three stages and share their expertise at the exclusive network meeting of the German Brand Award - the German Brand Convention.

# Schedule and supporting program

## When?

Thursday, 26 June 2025

1:30 - 00:00 p.m.

## Where?

Uber Eats Music Hall

Mercedes-Platz/Uber Platz 2

10243 Berlin, Germany

## German Brand Convention

from 1:30 p.m.

Entry and admission

2:30 - 5:30 p.m.

Various formats on three stages

(see program overview)

1:30 - 6:00 p.m.

Document desk “Gold” and “Winner”

1:30 - 6:00 p.m.

Marketing Services station

1:30 - 6:00 p.m.

Press photos at 4 photo walls

## Gala Dinner & Award Show

from 6:00 p.m.

Entry to the dinner hall

(free choice of seats)

6:30 - 9:30 p.m.

Gala dinner and award show

with honoring the “Best-of-Best”

9:30 - 0:00 p.m.

Get together and networking

with drinks and DJ

Time	Inspiration Stage, 1st Floor	Talk Podium, 4th Floor	Focus Lounge, 4th Floor
2:30 – 2:50	<b>Code and Culture 2025</b> Brand management at a turning point?		
2:50 – 3:10	<b>Pitch, Please!</b> Live voting for the “Startup of the Year“ with 1Komma5° and Aegis Rider		
20 minutes break			
3:30 – 4:00	<b>The Age of AI Agents</b> When AI not only assists us, but acts on our behalf: How much control do we give up? a.o. with Kombinatrotweiss, brighter AI and Otto	<b>Brand x Influencer</b> Empty staging - or influencer matchmaking? How brands can use personalities authentically a.o. with DERTOUR and Ford Motor Company	<b>Brand with Attitude</b> Between rebellion and responsibility. How brands create real relevance through character, culture and clear values a.o. with FC St. Pauli and Dr. Hauschka
15 minutes break			
4:15 – 4:45	<b>Circular Business &amp; Brand</b> Circularity as an economic opportunity: How brands win in the cycle a.o. with Circular Republic and Schweitzer Project AG	<b>B2B-Branding</b> Changing course for brand strength: the path from provider to genuine brand experience  a.o. with Conrad Electronic	<b>Brand Portfolio</b> How to kill a brand on purpose. On the challenges of streamlining brand architectures  a.o. with BOCAR
15 minutes break			
5:00 – 5:30	<b>Brands &amp; AI</b> Faster, more typical, more consistent: Brand management meets AI a.o. with Bosch Home Comfort Group and EnBW	<b>Rebranding</b> From change to turnaround: The transformation of a traditional brand  a.o. with Peter Schmidt Group and E.ON	<b>Circular Future</b> Next Stop: How the circular economy sharpens brand identity a.o. with NEW STANDARD.STUDIO and Designworks, a BMW Group Company

# Inspiration Stage, 1st Floor

- Big stage, big topics. The best of the best give deep insights into their work, reveal where they struggled and how they solved the challenges. No note is left blank here.

3:30 – 4:00 p.m.

## The Age of AI Agents

When AI not only assists us, but acts on our behalf:  
How much control do we give up?

Host:  
**Holger Volland**, CEO brand eins Medien AG

**Svetlana Jakel**  
Managing Director  
Kombinatrotweiss GmbH



**Marian Gläser**  
Co-Founder/CEO  
brighter AI



**Dr. Frederike Fritzsche**  
Chief Tech Transformation Officer  
Otto GmbH & Co. KGaA

4:15 – 4:45 p.m.

## Circular Business & Brand

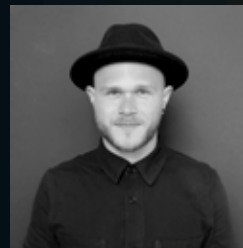
Circularity as an economic opportunity:  
How brands win in the cycle

Host:  
**Prof. Dr. Simone Roth**, Professor of Marketing  
Hochschule Ruhr West



**Dr. Matthias Ballweg**  
Co-Founder & Director  
Circular Republic

**Sven Schneider**  
Senior Art- & Brand Director  
Interstore AG  
/ Schweitzer Project AG



5:00 – 5:30 p.m.

## Brands & AI

Faster, more typical, more consistent:  
Brand management meets AI

Host:  
**Moritz Piel**, Senior Manager &  
Head of Competence Center KI GMK Markenberatung

**Thomas Pelizaeus**  
Head of Corporate  
Communications  
Bosch Home Comfort Group



**Christian Kleiber**  
Head of Brand & Campaign in  
Corporate Brand Management  
EnBW Energie Baden-Württemberg AG

# Talk Podium, 4th Floor

- Let's talk. About current brand management issues and best practices. Experts share their experiences and views. The audience joins in the discussion. If you don't ask questions, it's your own fault.

3:30 – 4:00 p.m.

## Brand x Influencer

Empty staging - or influencer matchmaking? How brands can use personalities authentically

Host:

**Günter Moeller**, Managing Partner, hm+p Hermann, Moeller+Partner



**Holger Dohmen**  
Brand & Media Lead DACH  
Ford Motor Company



**Ireneus Kubiak**  
Director Community Management  
ALONDRA Social



**Sophia Dümmig**  
Head of Social  
DERTOUR Online GmbH



**Magnus Folten**  
Managing Director 9:16  
WeCreate Germany GmbH

4:15 – 4:45 p.m.

## B2B-Branding

Changing course for brand strength: the path from provider to genuine brand experience

Host:

**Marco-Paul de Jeu**, Partner, Strategy Director CapeRock



**Jörg Liebeskind**  
Senior Director Corporate  
Communications & Brand  
Management Conrad Electronic SE



**Anja Komorr-Kroecker**  
Head of Corporate Identity &  
Communications  
Drägerwerk AG & Co. KGaA

5:00 – 5:30 p.m.

## Rebranding

From change to turnaround: The transformation of a traditional brand

Host:

**Katrin Menne**, Head of Brand and Content Marketing  
Merck KGaA



**Kristin Janoschka**  
Executive Director Consulting  
Peter Schmidt Group



**Stefan Schneider**  
Vice President Global Brand  
E.ON SE



**Alexander Zirkel**  
Head of Global Brand Activation  
and Governance  
E.ON SE



# Focus Lounge, 4th Floor

- Maximum concentration. Spatially and thematically. Selected experts talk openly about opportunities, good solutions and wasted opportunities. Without a projector, stage or microphones. Fully focused, thanks to a limited number of seats.

3:30 – 4:00 p.m.

## Brand with Attitude

Between rebellion and responsibility. Character, value culture - and relevance: Brands as social actors

Host:

**Ute Röseler**, Brand Consultant and Professorship for Brand Communication (2016 - 2025) at Brand University of Applied Sciences Hamburg

**Martin Drust**

ppa Brand & Marketing  
FC St. Pauli Vermarktungs  
GmbH & Co. KG



**Meera Ullal**

Member of the Executive Board  
WALA Group / Dr. Hauschka

4:15 – 4:45 p.m.

## Brand Portfolio

How to kill a brand on purpose. On the challenges of streamlining brand architectures

Host:

**Dr. Saskia Diehl**, Managing Director and co-owner  
GMK Markenberatung



**Andreas Fahrion**

Managing Director/Shareholder  
FACT GmbH Werbeagentur



**Karl Schary**  
CEO BOCAR

5:00 – 5:30 p.m.

## Circular Future

Next Stop: How the circular economy sharpens brand identity

Host:

**Dr. Max Marwede**, Circular Design Lead  
Fraunhofer-Institut für Zuverlässigkeit und Mikrointegration

**Maximilian Mauracher**

Co-Founder  
NEW STANDARD.STUDIO GmbH



**Anne Farken**

Associate Director Creative  
Consulting Designworks,  
a BMW Group Company