

Ogilvy Identity: Ogilvy & Mather Advertising Düsseldorf

We create brand identities.

Ogilvy Identity is a practice of Ogilvy & Mather Germany, focusing on brand building – or as we say – identity building – specialized.

We believe that all contact between audiences and brands have the task of communicating the brand. We give brands an identity that moves people and that involves and invites them at every touch point.

This speciality from Ogilvy Identity includes:

1. Analysis of brands, markets and target groups.
2. Development of brand strategies and brand manifestos (naming, CD, brand design, claims).
3. Implementation of packaging design, product ideas, behavioral branding, co-branding and KPI definition.

Because we combine know-how from various disciplines, we're always thinking critically about everything we do and anticipating next steps. And we make sure that whatever we develop not only converts operationally, but also inspires and unites the disciplines.