
PRESSKIT

FACT-SHEET 2008

Founding of Iconstorm:

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Headquarter:

Frankfurt am Main

Management:

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Business Areas:

As an agency for 'Markentechnik' our business focuses are consultancy and creativity. Iconstorm's portfolio offers analysis, research within the scope of 'Markentechnik', positioning of product and company brands, name finding, corporate design and branding. The ability to lead the customer to a strategy and inspire him with practical methods to his own creativity makes Iconstorm special.

Portfolio:

Iconstorm offers a variety of known and self invented methods in order to develop and optimise new and existing brands. These methods can be used on their own or can be part of a whole consulting package. Our essential phases for aim achieving processes are:

Context and analysis:

The analysis of market and consumers: What is the current status quo? Where are the chances and what can the consumer expect? A good basis of information is the crucial point for all decision-making. We therefore can provide you with empiric and descriptive studies.

Conception and Positioning:

What does the consumer connect to your brand? Which strategy is the right one? We develop your brand characteristics for the future and provide consultancy regarding questions of personality, uniqueness, vision and values.

Textual and visual Design:

Which brand name, which logo, how do the different media apply? We make the uniqueness of your brand distinguishable and provide protected names, logos and design of your visual identity as well as textual development of your communication.