

Blackeight Fact Sheet

Blackeight is the counterpart for strategic and operational brand management and transfers market and customer perspectives to the company. By combining strategy consulting with implementation expertise, Blackeight – as brand sparring partner – will make the management of brands more effective.

National and international clients are assisted by our experienced brand consultants coming from a versatile company, agency and consulting background. Our service portfolio includes brand development, optimisation of brand architecture, communication management and jointly with external partners we take charge of the creation of brand experiences.

Only through the perfect interplay of strategy, design and employees' attitude lasting brand experiences can be created for the target groups of our customers. We call this interplay the »triad of successful brand management«. A network of established partners offers customers of the brand consultancy Blackeight a complete performance spectrum, all from a single central point of contact.

Blackeight looks after clients from B2B and B2C markets, from small to medium-sized world market leaders to global corporations of various branches.

Website	www.blackeight.com
Establishment Year	April 2012
Managing Partners	Dr. Matthias Hüsgen, Armin Schlamp
Employees	16
Registered office	BLACKEIGHT GmbH Steinerstraße 15, Building A 81369 Munich
Core Business	brand analysis, consulting and strategy development in brand management, implementation of brand strategy, communication strategy, performance measurement in brand management, point of sale strategy, agency management, brand experience strategy, customer experience strategy, customer journeys, digital transformation, interim brand management
Industries	automotive, telecommunications, service sector, engineering, luxury goods, cosmetics, optical instruments, FMCG, direct marketing
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