

dbeyond con+

CONNECTING PEOPLE + BRANDS + BUSINESSES

**CON+ IS AN AGENCY FOR COMMUNITY BUILDING
& FUTURE MARKETING IN RETAIL.**

WE CONNECT AI TECHNOLOGY WITH EMOTIONAL BRAND
COMMUNICATION – AND BUILD RELATIONSHIPS INSTEAD
OF JUST REACH.

CASE STUDIES

CONNECTING PEOPLE + BRANDS + BUSINESSES

+3.2x SALES UPLIFT CONSUMER-CENTRIC SEASONAL & CITY EDITIONS

CLIENT: 3RD LARGEST BEER BRAND WORLDWIDE

PROBLEM

In a saturated and declining beer market, consumers were shifting toward healthier alternatives while new entrants such as craft beers crowded the shelves. Brand visibility was low, and the portfolio offered only a single flavor variant, limiting consumer engagement.

APPROACH

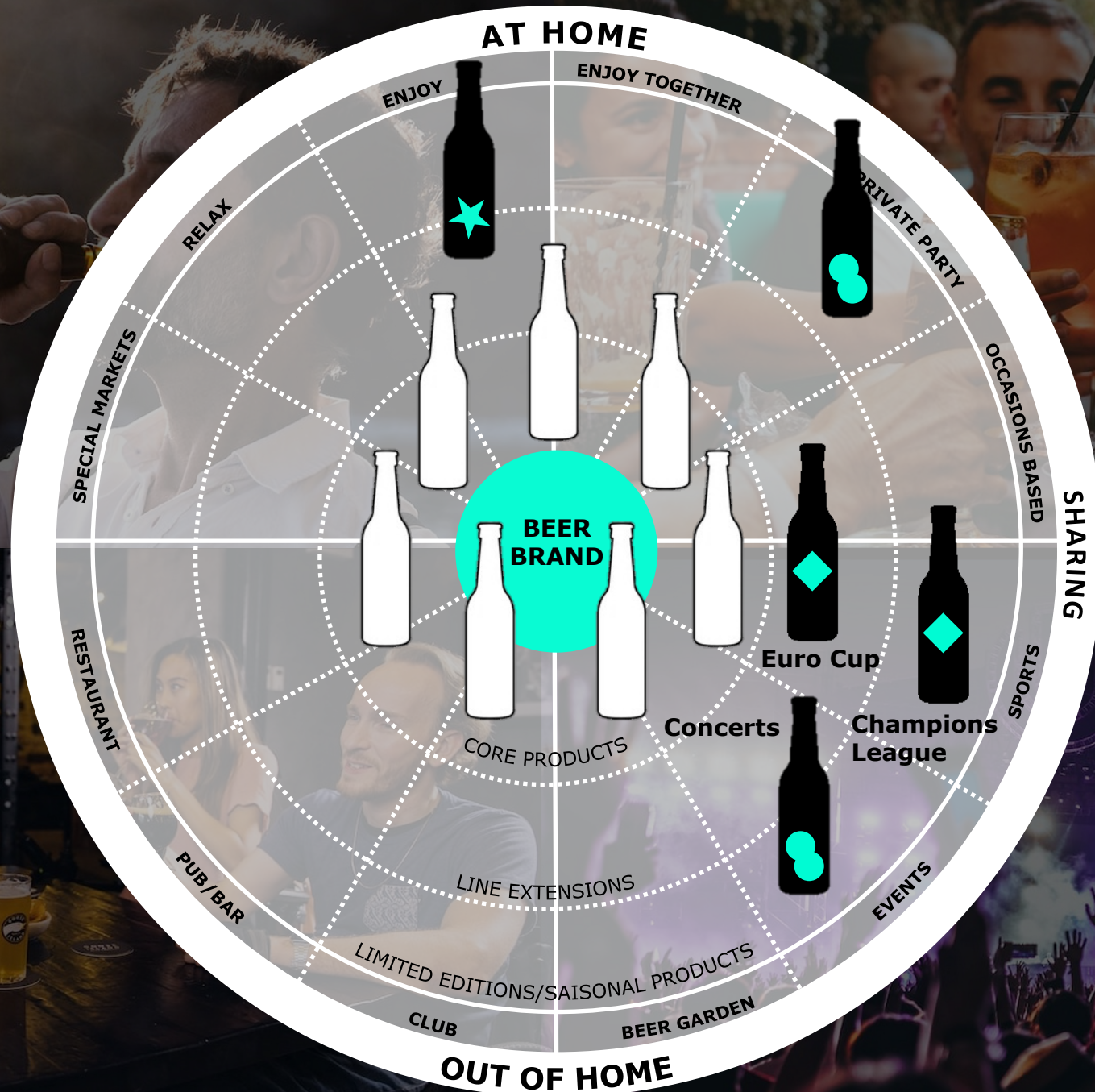
We designed a targeted consumer engagement strategy built on behavioral insights. This strategy model (the Community Universe) addressed specific consumer needs within each target group to drive purchase behavior. Importantly, we achieved this uplift without altering the brand's core identity or established brand elements.

SUCCESS

By introducing innovative design concepts such as the Seasonal Edition, we unlocked new target groups and achieved a 3.2x sales uplift. Building on this, the Global Cities concept — derived from our strategy model — delivered an additional +3.6 million hectoliters in sales, further strengthening the brand's market presence..

VALUE





#2 MILLENNIAL TEA BRAND IN GERMANY

SUB-BRAND STRATEGY DRIVING RELEVANCE

CLIENT: GERMANY'S LARGEST TEA BRAND

PROBLEM

A traditional tea brand was losing ground to younger, innovative competitors like Cupper and Pukka. With Millennials blending online and offline experiences seamlessly, the brand struggled to stay relevant in their hyper-connected lives and risked being delisted by key retailers.

APPROACH

Recognizing that Millennials share only what they perceive as authentic, cool, and image-enhancing, we supported the brand in creating visually striking, *Instagrammable* digital designs and posts. These assets encouraged sharing, boosted visibility, and put the brand back at the center of consumer conversations. To maximize relevance, we executed a sub-brand strategy specifically targeted at the Millennial community.

SUCCESS

Our analysis showed that while the brand's products had traditionally been purchased in "autopilot mode," new competitors were capturing Millennials' attention through digital buzz. To remain competitive, the brand needed to win both the shelf and the screen. By deploying our strategy, the brand re-emerged as the **#2 Millennial tea brand in Germany** (after Cupper and ahead of Pukka) and successfully re-secured critical retail listings.

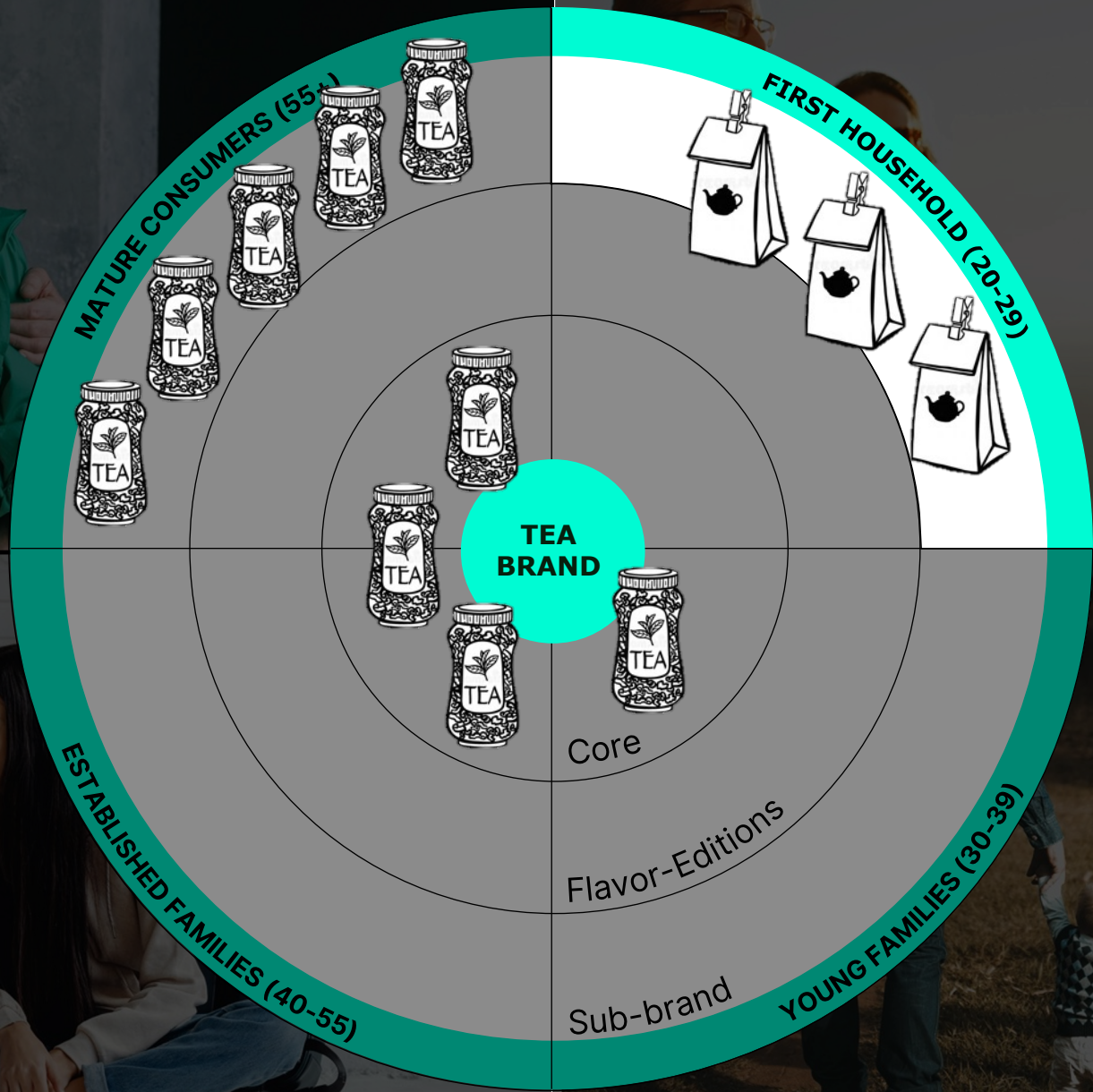
WALDE
MIL
LENNIAL



WITHIN
JUST ONE
YEAR RANKED:

NR. 2

MILLENNIAL TEA BRAND IN
GERMANY — BEHIND
CUPPER, AHEAD
OF PUKKA!



65% GROWTH: GLOBAL BRAND RELAUNCH DELIVERING DIFFERENTIATION

CLIENT: GLOBAL VEGAN BRAND FROM THE WORLD'S LARGEST FOOD GROUP

PROBLEM

The plant-based food category was growing rapidly, but many early entrants struggled to deliver on taste, authenticity, or a compelling brand identity. As competition intensified, the market became saturated with look-alike products that failed to stand out. Our client risked losing visibility and relevance, as its existing positioning did not strongly resonate with the new generation of flexitarians and health-conscious consumers. Without a bold repositioning, the brand faced the danger of blending into a crowded field — limiting its ability to build loyalty or claim leadership in the category.

APPROACH

We repositioned the brand to create a fresh, contemporary consumer perception. By sharpening its identity, establishing a clear design system, and integrating a distinctive new brand symbol that blended organic and culinary associations, we delivered a coherent and premium presence across all touchpoints. The goal: to clearly differentiate the brand in a crowded category and establish a strong, recognizable experience at the point of sale.

THE SUCCESS

We modernized the traditional category color green, introducing nuanced shades and natural tones to build a premium color system that supported segmentation and recognition. The new symbol became the cornerstone of the identity, consistently integrated across every touchpoint. As a result, the brand achieved **+65% year-on-year growth** and established itself as a pioneering and iconic player in the global plant-based market.

VALUE

65%
GROWTH
vs previous year

FUTURE-PROOF URBAN ICON: STRATEGIC REPOSITIONING OF A CITY LANDMARK

CLIENT: LOCAL FINE FOODS INSTITUTION OF INTERNATIONAL STANDING

PROBLEM

A historic food hall in the heart of the city — with significant cultural and economic importance — was at risk of losing both its visibility and functionality due to upcoming urban infrastructure changes. The removal of surrounding traffic and parking threatened accessibility, revenue, and visitor flow. Without intervention, the site risked becoming economically unsustainable and culturally irrelevant, despite its longstanding status as a city landmark

APPROACH

We led a comprehensive repositioning process, combining urban megatrends, international case studies, and industry benchmarks in food retail and gastronomy with extensive local stakeholder input. Using differentiated personas, consumer surveys, operator workshops, and site analysis, we identified the needs and usage patterns of diverse audiences. From this foundation, we developed three modular concept scenarios (S-M-L), each including a clear strategic direction, design vision, technical feasibility, and detailed cost estimates — ensuring alignment between cultural, economic, and urban planning goals.

SUCCESS

The result was a robust, fact-based, and publicly communicable concept that enabled stakeholders to present a credible, professional case to political decision-makers. The project demonstrated how marketing excellence, trend research, consumer centricity, and architectural quality can be combined to create future-proof urban spaces. The new positioning reinforced the site's role as both a cultural institution and an economic engine — ensuring it continues to connect people emotionally, function financially, and contribute to the city's international reputation.

VALUE

WITH THAT
NEW INTEGRATED
URBAN SPACE WE

x2 THE
FREQUENCY OF
VISITORS

WHAT WE DO

CONNECTING PEOPLE + BRANDS + BUSINESSES

WHAT WE DO

THE THREE PILLARS!

POINT-OF-SALE CAMPAIGNS

CONSULTING, STRATEGY
& CREATION

- Packaging Design
- POS Design
- POS Activation
- POS Displays
- Instore Campaigns

BRAND RETAIL SPACE

CONSULTING, STRATEGY
& CREATION

- Brand Stores
- Retail Stores
- Showrooms
- Pop-ups & Temporary Installations

LIVE EXPERIENCE RETAIL

CONSULTING, STRATEGY
& CREATION

- Community Activation
- Roadshows
- Corporate Events
- Product Launches

THANK



YOU dbeyond con+

IMPRESSUM

Die in dieser Präsentation erarbeiteten Ideen, Entwürfe/Scribbles und Konzepte, Layouts und Texte sind geistiges Eigentum von der dbeyond con+ und sind gesetzlich geschützt (insbesondere Urheberrechtsgesetz). Jede Nutzung, Vervielfältigung oder Veröffentlichung, in unveränderter oder abgewandelter Form, bedarf der schriftlichen Genehmigung von Benjamin Hetzinger.

dbeyond con+ gmbh
Robert Bosch Straße 3,
D-70192 Stuttgart

IFZA Business Park, DDP
PO-Box 342001
Dubai, U.A.E

Ansprechpartner:
BENJAMIN HETZINGER
Email: bhetzinger@dbeyond.group
www.conplus.dbeyond.group