

THINK | CREATE | MAKE

BRAND JUNKIES

brandjunkies.nl

**HUMAN 2
HUMAN**



Forget B2B. Forget B2C. It's H2H.

For years, marketers have divided the world into B2B and B2C. Business to Business. Business to Consumer. Different audiences. Different strategies. Different rules.

But there's a problem with both.

People don't think in acronyms.

Whether you're buying a €5 coffee, choosing a new car, approving a €5 million investment or deciding which company gets your business, you're still a person making a decision.

And people are complicated.

We have ambitions, frustrations, emotions, opinions, prejudices, preferences and the occasional irrational impulse. We like people who understand us. We trust people who speak our language. And we're far more likely to engage with something that feels relevant, useful or genuinely interesting.

So why does so much B2B communication still look and sound like it's been written by a committee for a committee?

Stock photography. Corporate jargon. Generic claims. Endless graphs. "Innovative solutions." "Leading-edge technology." "Customer-centric excellence."

Nobody talks like that.

And nobody remembers it.

At Brand Junkies, we believe the most effective communication starts by forgetting whether you're talking to a business or a consumer.

You're talking to a person.
A procurement director is a person.
A CEO is a person.
An engineer is a person.
A customer is a person.
An employee is a person.

They may have different responsibilities, but they still respond to the same fundamental things: a vgood story, a smart idea, a little emotion, a reason to care and something that makes their lives better.

That's why we believe in Human to Human communication.

**“If you stand for
nothing, you'll fall
for anything”**



Matt Phillips
Creative Director
Brand Junkies

matt@brandjunkies.nl

It doesn't mean ignoring data, strategy or commercial objectives. Quite the opposite. It means using them to create communication that people actually want to notice, understand and engage with.

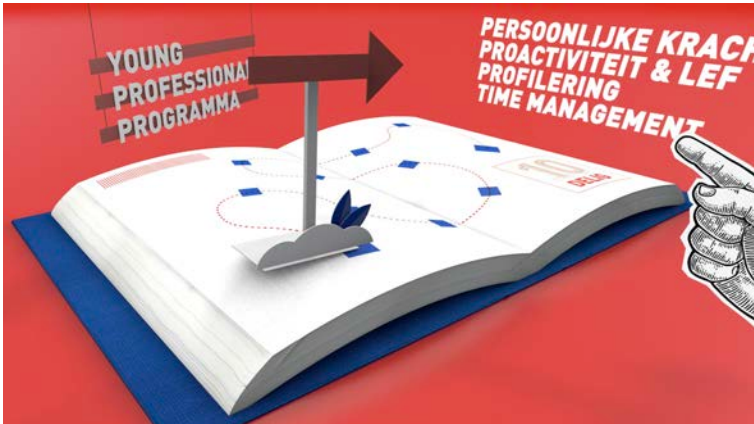
Because ultimately, brands don't build relationships with businesses.

People do.

And the brands that understand that are the ones people remember.

REGIONAL MARKETING EXPERTS

Creating a different approach in a traditional market
8 YEAR ENGAGEMENT



Positioning: There before you need us

The Challenge

For more than eight years, Brand Junkies partnered with Koenen en Co to shape and lead both its internal and external communications. The challenge was to create a clearer, more distinctive position for a growing financial services organisation, while strengthening its relationship with both clients and employees.

We developed a new mission, defined the company's core business pillars and created a client-focused positioning platform built around a simple but powerful promise:

There before you need us.

The positioning became the foundation for a comprehensive brand evolution. Brand Junkies refreshed the visual identity, established a new corporate look and feel, developed brand guidelines and created a complete suite of B2B communication tools.

From strategy and identity through to digital, content, film, events and employer communications, every touchpoint was designed to create a more consistent, recognisable and human brand.

The Impact

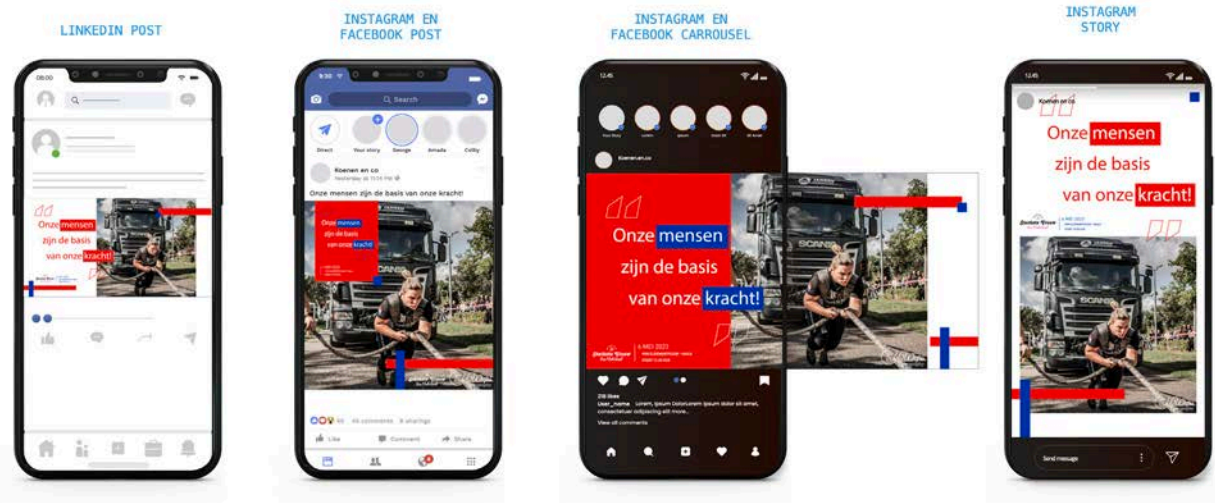
The new positioning gave Koenen en Co a clear and distinctive voice in a competitive financial services market, while creating a stronger connection with the people who mattered most: its clients and employees.

The work contributed to:

- Increased client enquiries and new business acquisition
- Stronger employee engagement, attraction and retention
- A distinctive and recognisable position within the financial services sector
- A scalable brand platform that supported a successful and highly profitable merger

What Brand Junkies delivered

- Brand Positioning
- Creative Strategy
- Brand Identity Design
- Employer Branding
- Brand Guidelines
- Training Tools
- Website Design & Assets
- Copywriting
- Newsletters & Brochures
- Photography
- Film Production
- Animation
- Social Media Content
- Events & Brand Experiences



GLOBAL COMMUNICATIONS PARTNER

Strategic creative branding and communications partner for a mining giant
12 YEAR ENGAGEMENT

NEXT Intelligent Solutions

Surround yourself with next level knowledge



Weir's NEXT Intelligent Solutions deliver you the knowledge you need today to reach peak performance mining.

You've trusted us for over 150 years to deliver highly engineered solutions. Now we want to help you unlock even more potential.

Weir's NEXT Intelligent Solutions provide a deep understanding of your mining operations through digitally empowered equipment and systems. Utilise real-time data to make informed decisions, boost operational efficiency with predictive monitoring, and embrace cutting-edge automation.

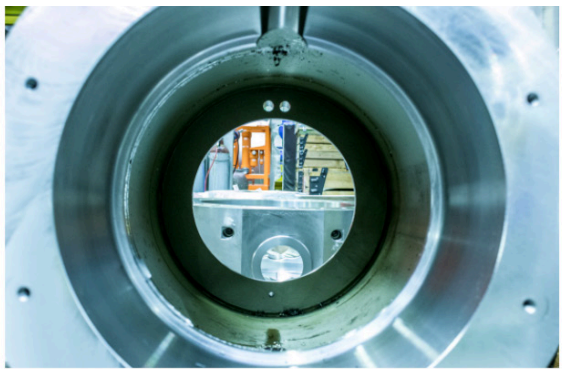
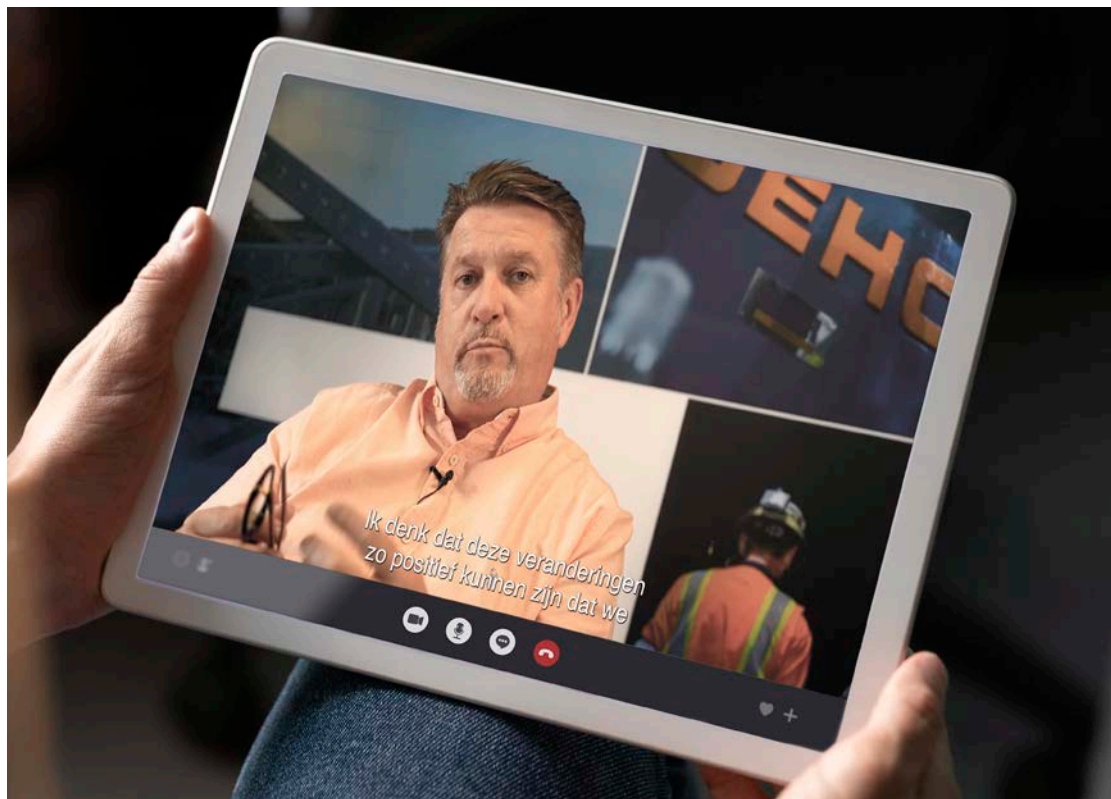
Take your performance to the next level.

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Mining technology for a sustainable future

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Positioning: Weir - in it together

The Challenge
For more than 12 years, Brand Junkies worked as a strategic and creative partner to WEIR Minerals, supporting global marketing, communications, product launches and organisational change initiatives. The challenge was often a complex one: turning highly technical products, processes and propositions into communication that people could understand, engage with and act upon.

Working closely with senior leadership and global stakeholders, Brand Junkies developed communication strategies and creative frameworks that connected business objectives with customer needs across markets, cultures and channels.

In 2019, Brand Junkies took the partnership a step further, embedding creative leadership within WEIR Minerals' Venlo office as Interim Marketing & Communications Producer. This hands-on role helped strengthen internal alignment, accelerate the delivery of key projects and support the organisation through a significant period of growth and change.

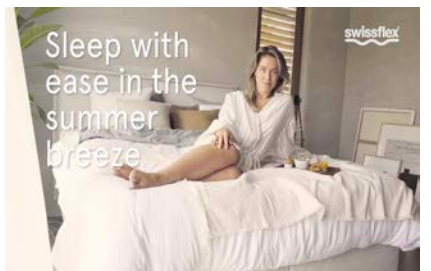
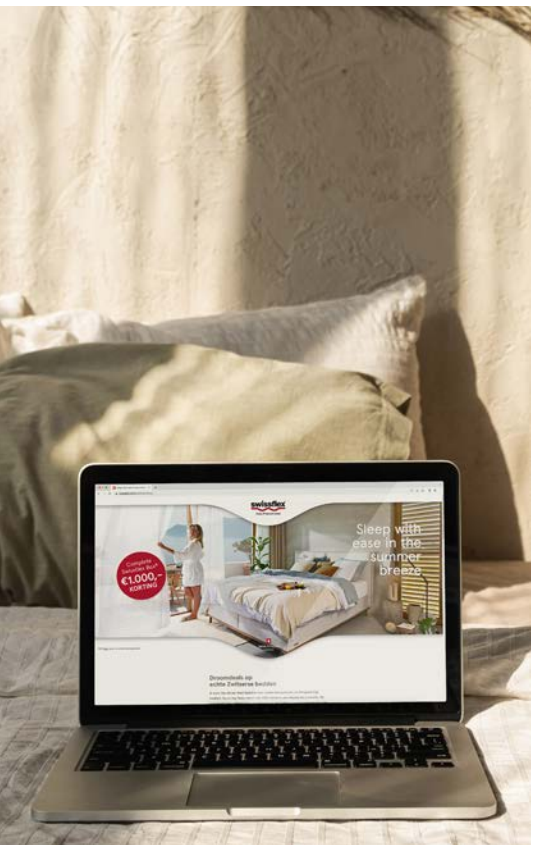
The Impact
The partnership supported WEIR Minerals through sustained growth, transformation and an increasingly global communications landscape.

- The work contributed to:
- Sustained business growth through strategic communication initiatives
 - Globally adopted product launch and communications programmes
 - Stronger alignment between global teams, stakeholders and business objectives
 - Scalable communication frameworks that improved consistency, efficiency and speed to market
 - Successful delivery of complex international projects across multiple teams, markets and channels

- What Brand Junkies delivers**
- Strategic Communications
 - Brand Strategy
 - Campaign Development
 - Product Launches
 - Copywriting
 - Film Production
 - Photography
 - Animation
 - Exhibition & Expo Design
 - Events & Brand Experiences
 - Employer Branding
 - Website Assets
 - Stakeholder Engagement
 - Internal Communications
 - Organisational Change Communications

REGIONAL B2C BRAND BUILDER

Building a brand others can only dream of
5 YEAR ENGAGEMENT



Positioning: The Bed of Your Dreams

Challenge
Swissflex is a premium Swiss sleep brand built around precision, quality and exceptional comfort. The challenge was to move the brand beyond product features and create a more emotional reason to choose it.

Brand Junkies developed the strategic direction and led the creative execution for more than four years, creating the brand idea The Bed of Your Dreams and bringing it to life across every relevant touchpoint.

From integrated campaigns and product launches to showroom experiences, promotions, digital content and social media, we created a distinctive and consistent brand world that connected Swissflex's precision engineering with something far more universal: the desire for a better night's sleep.

The result positioned Swissflex as more than a premium bed. It became the foundation for better rest, better mornings and better living.

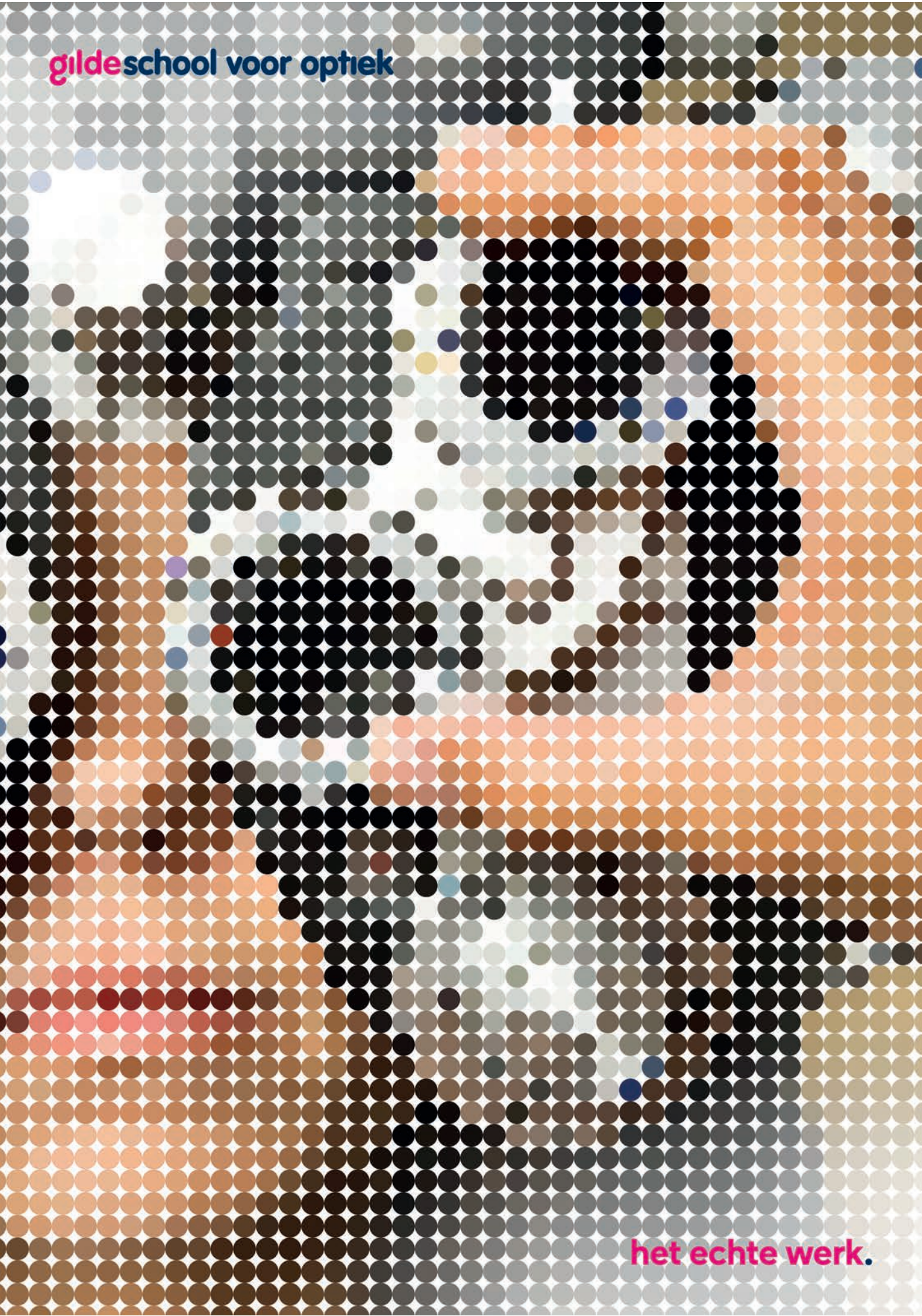
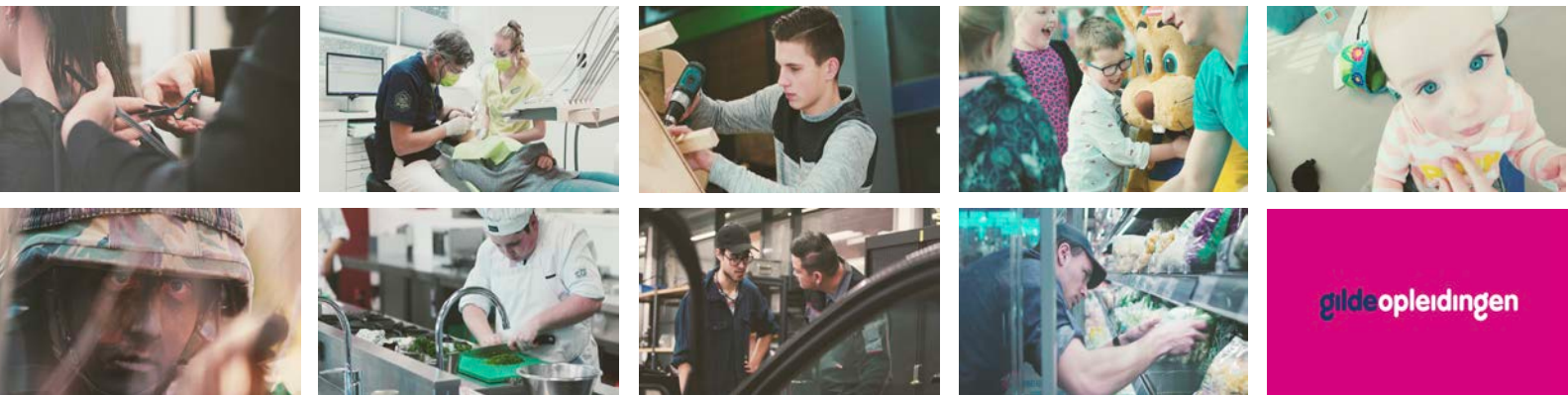


- The Impact**
- The campaign and content programme delivered significant engagement and commercial results:
- Social media films generating more than 3.6 million views
 - Complete campaign production across digital, photography and animation
 - In-store merchandise and sales support materials across the retail network
 - A 151% return on investment

- What Brand Junkies delivers**
- Creative Strategy
 - Brand Positioning
 - Integrated Campaign Development
 - Product Launch Campaigns
 - Launch Events
 - Showroom Experience Design
 - Art Direction
 - Photography
 - Film Direction & Production
 - Direct Mail
 - Web Design
 - Brochure Design
 - Premiums & Promotional Materials
 - Stakeholder Management
 - Team Leadership & Creative Operations

REGIONAL EDUCATION SPECIALIST AND MENTOR

Focussing on the next generation of real workers
4 YEAR ENGAGEMENT



Positioning: The Real Work (Het Echte Werk)

Challenge
Gilde Opleidingen is one of the largest vocational education providers in the south of the Netherlands, helping students develop the practical skills and knowledge they need to build successful careers.

The challenge was to stand out in an increasingly competitive education market, where students and parents face an overwhelming choice of schools, courses and career paths.

Rather than simply talking about courses, qualifications and facilities, Brand Junkies developed a communication strategy that put the students and their ambitions centre stage.

The idea was simple:
The Real Work (Het Echte Werk)

Because vocational education isn't just about sitting in a classroom. It's about getting your hands dirty, discovering what you're good at, gaining confidence and learning the skills that prepare you for the real world.

By putting real students, real experiences and real ambitions at the heart of the communication, we brought individual study programmes to life across campaigns, content and open-day experiences.

The result was a more authentic brand experience that helped students and their families see not just what they could study, but who they could become.

The Impact
The campaign strengthened Gilde Opleidingen's connection with prospective students and their parents, while supporting recruitment across multiple channels.

- The work contributed to:**
- Increased engagement with prospective students and parents
 - A stronger position as a leading vocational education provider
 - A more authentic and student-centred brand experience
 - Stronger recruitment communications across open days and enrolment campaigns
 - Reinforcement of key strengths identified through independent research, including internships, student support and school atmosphere



- What Brand Junkies delivered**
- Communication Strategy
 - Campaign Development
 - Website Assets
 - Study & Recruitment Materials
 - Social Media Content
 - Film Production
 - Animation
 - Open Day Campaigns
 - Student Engagement
 - Content Creation
 - Copywriting
 - Photography Direction

BRAND STRATEGY AND MARKET EXPANSION SPECIALIST

True to the brand - true to yourself
8 YEAR ENGAGEMENT



Positioning: True to ourselves, true to you.

Challenge
Alfa Bier is a fourth-generation family-owned brewery with deep roots in Limburg and a fiercely loyal regional following. The challenge was to take that heritage beyond its traditional heartland and build a stronger presence in the wider Dutch market, without losing what made the brand special in the first place.

For almost a decade, Brand Junkies worked as Alfa's strategic and creative partner, shaping the brand's positioning, creative direction and market expansion strategy while delivering the work needed to bring it to life.

Brand Junkies repositioned the brand to balance its rich heritage with a more contemporary relevance, developing a refreshed identity and communication platform that could work consistently across every touchpoint.

From packaging and product rebrands to campaigns, launches, digital content, film, events and retail activation, the new brand world gave Alfa a stronger and more distinctive voice in a competitive national market. The result was a brand that could confidently take its Limburg heritage to a much bigger audience, while remaining unmistakably Alfa.

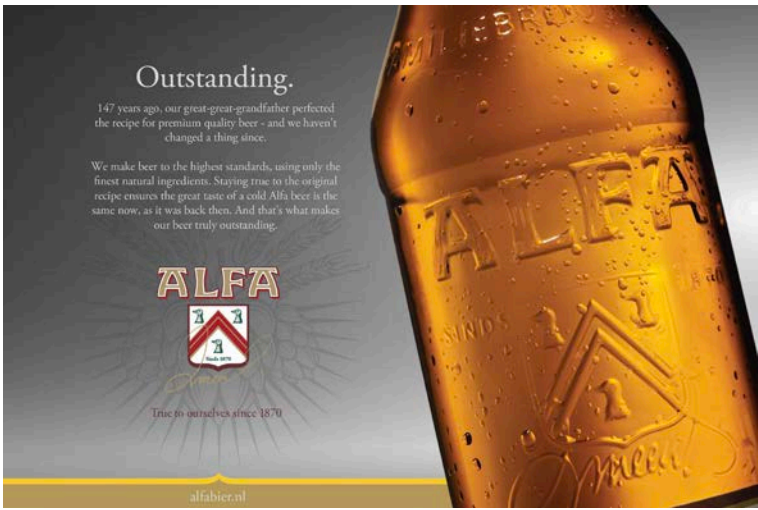
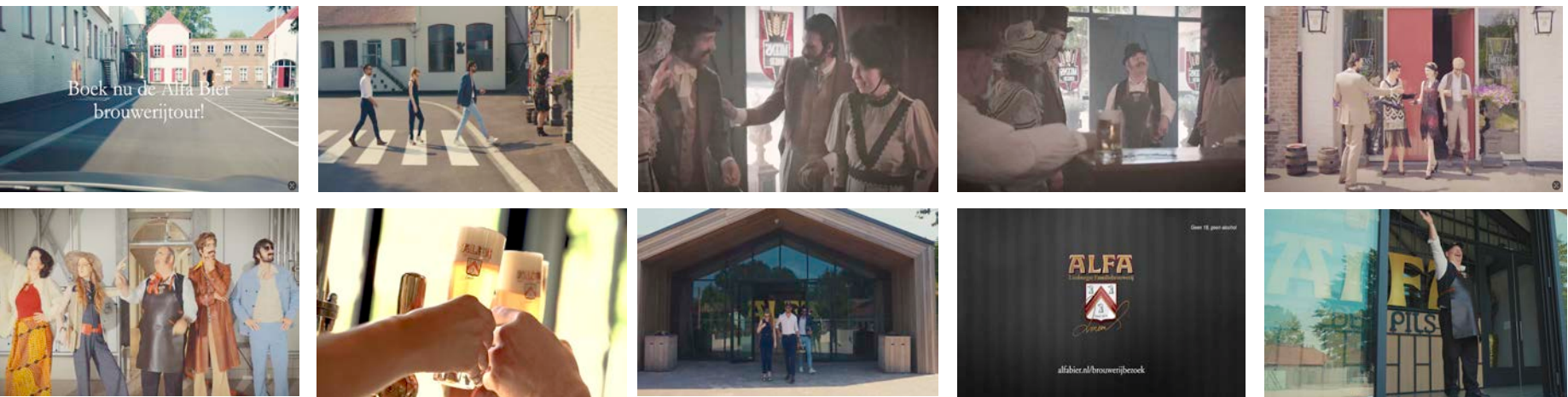
The Impact
The repositioning helped Alfa Bier move beyond its traditional regional market while strengthening the loyalty and recognition that had made it successful.

- The work contributed to:**
- Increased national brand awareness across the Netherlands
 - Distribution secured through leading supermarket chains and new retail channels
 - Strengthened market share while maintaining regional loyalty
 - A refreshed brand identity and packaging system
 - Sustained commercial growth and stronger category positioning

What Brand Junkies delivered

- Brand Positioning
- Creative Direction
- Brand Strategy
- Brand Identity Design
- Packaging Design
- Product Rebranding
- Product Launch Campaigns
- Integrated Campaign Development
- Film Production
- Animation
- Photography
- Social Media Content
- Website Design & Assets
- Copywriting
- Marketing Collateral
- Point-of-Sale Materials
- Events & Experiential Marketing
- Retail Activation
- Content Production
- Campaign Management
- Stakeholder Management

BRAND JUNKIES
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AWARD WINNING PACKAGING AND PRODUCT DESIGN

People taste with their eyes

Packaging is often a brand's first moment of truth. Before a product is picked up, opened or tasted, its packaging has already made an impression, shaped expectations and influenced the decision to buy.

Across global markets and a wide range of categories, Brand Junkies has developed packaging and product innovation with this in mind: packaging shouldn't simply make a product stand out. It should make people want it.

Our approach combines strategic thinking with hands-on creative craft, translating brand positioning into tangible experiences that work on shelf, online and wherever consumers encounter the product.

From concept development through to final production, we create packaging systems that communicate clearly, reinforce brand equity and create consistency across portfolios, products and markets.

Working with multidisciplinary teams across strategy, design and production, we take an active role in creative direction, concept development, art direction, design and copywriting. And because great ideas only matter when they survive the journey into the real world, we stay close to the detail through to final execution.

The Impact
The result is packaging that does more than look good. It helps brands become more distinctive, more desirable and more memorable, turning a moment at the point of sale into a moment of brand connection.

Because before people taste the product, they taste the brand with their eyes.



BRAND POSITIONING, VISUAL IDENTITY AND GUIDELINES

A visual signature and style that never goes out of fashion
8 YEAR ENGAGEMENT



Trends come and go. Good brands shouldn't.

Brand Junkies creates brand identities designed to last: distinctive visual signatures and systems that remain relevant years from now because they are built on clarity, restraint and intent rather than fashion.

Whether working with ambitious start-ups looking to disrupt a category or established market leaders undergoing strategic change, the challenge is the same: Create a brand people recognise instantly and remember effortlessly.

That starts with understanding what the organisation stands for, who it needs to connect with and what makes it different. From there, we translate positioning, personality and purpose into a clear and distinctive visual language.

The identity is only the beginning. We develop the systems, guidelines and communication frameworks that allow the brand to live consistently across every touchpoint, from a business card to a website, social media to packaging, campaigns to corporate communications.

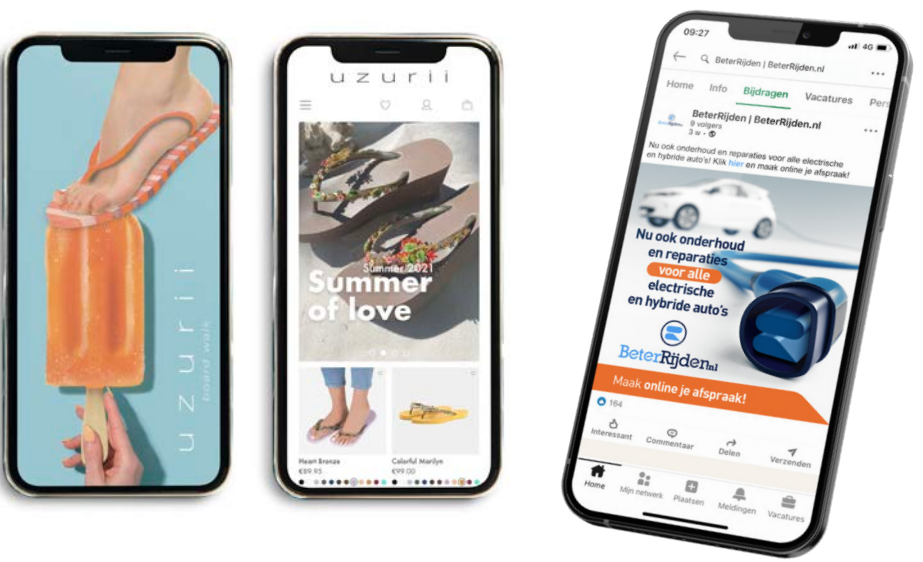
And because brands rarely stand still, we build flexibility into the system from the start. The strongest identities have enough character to be distinctive, and enough intelligence to evolve.

The Impact
The result is more than a brand that looks good. It is a brand that feels right, communicates with confidence and builds recognition over time. Distinct enough to stand apart. Strong enough to last. Flexible enough to evolve.

What Brand Junkies delivers
Brand Strategy
Brand Positioning
Logo Design
Visual Identity Systems
Brand Guidelines
Application to Assets
Social Media Branding
Marketing Collateral
Website Branding
Rebranding Projects

DIGITAL CREATION (SOCIAL MEDIA CONTENT AND WEBSITE DESIGN)

We do it (digit)all



Digital - especially access to social media - has fundamentally changed how brands communicate, sell and build relationships.

The opportunity is enormous: greater reach, more precise targeting and faster ways to engage with audiences. But the pace comes with its own challenge. Digital channels demand a constant stream of content, rapid turnaround and continuous adaptation.

In that environment, design can easily become compressed into speed alone, with clarity, creativity and craft becoming secondary. Brand Junkies believes good digital work shouldn't be compromised by pace.

Whether it's a single social post, a complete content system or a multi-page website, every element should be treated with the same creative discipline as a larger campaign.

The idea needs to be strong. The design needs to work. And the execution needs to feel considered.

Because rushed work is easy to spot. So is work that's been done properly.

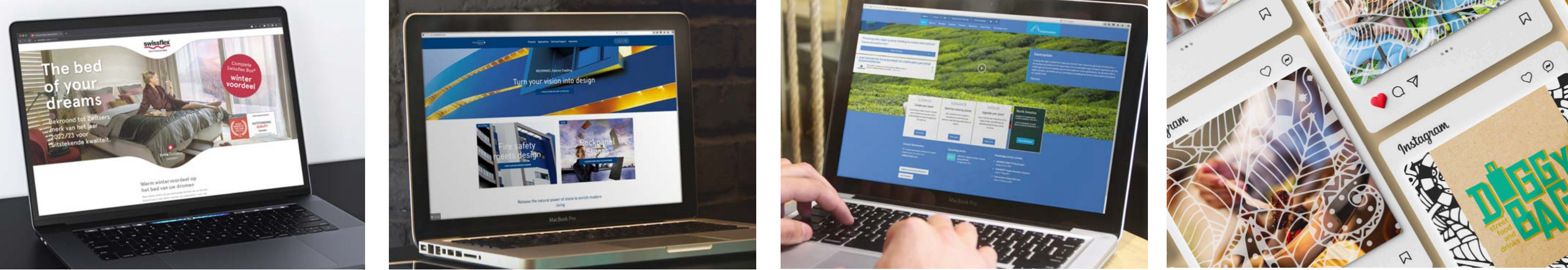
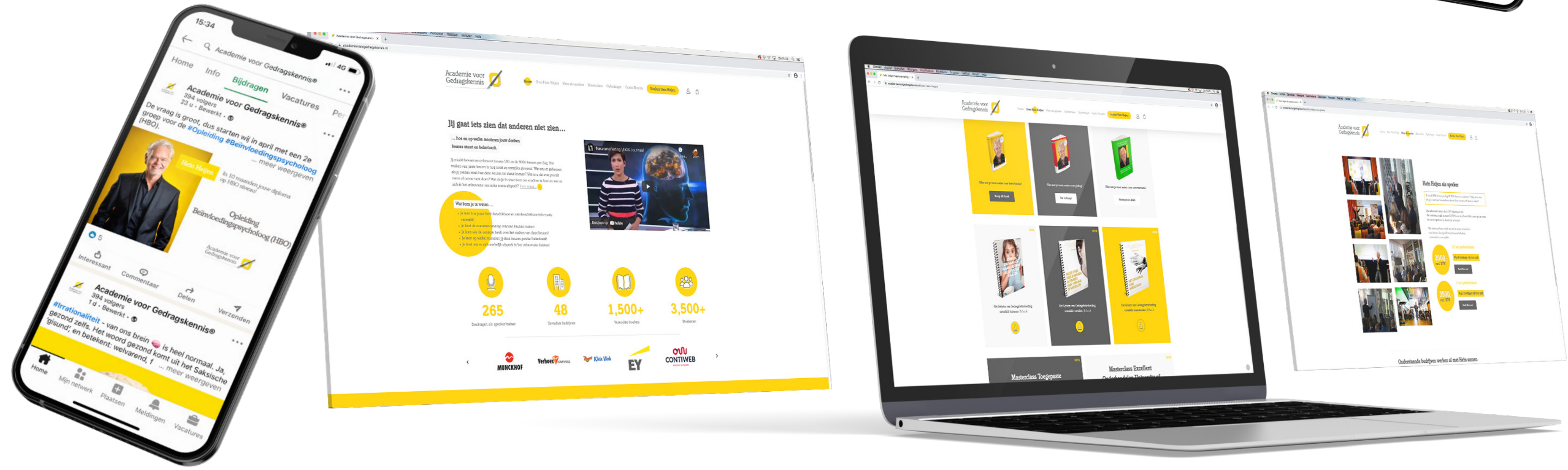
Our approach is to create digital experiences where every touchpoint works as part of a coherent brand. Content, design, messaging, user experience and functionality all need to pull in the same direction, creating consistency across platforms while delivering a clear purpose.

Alongside digital content creation, Brand Junkies designs and builds websites that connect brand storytelling with user experience and business objectives, from engagement and conversion to generating meaningful enquiries.

We also create concise, effective copy that gives digital communication the right balance of clarity, personality and tone of voice.

- The result is digital communication that:**
- Maintains brand consistency across channels and touchpoints
 - Combines speed and flexibility with creative quality
 - Makes complex messages clear and engaging
 - Connects brand storytelling with user experience
 - Supports measurable business objectives such as engagement, conversion and enquiry
 - Creates digital experiences that are distinctive, useful and built to perform

What Brand Junkies delivers
Digital Strategy; Digital Content; Social Media Content; Content Systems; Website Design; UX & UI Design; Web Development; Copywriting; Art Direction; Creative Direction; Campaign Assets; Digital Brand Guidelines; Content Creation; Motion & Animation.



FILM, ANIMATION AND PHOTOGRAPHY

From concept to full production management and direction



What Brand Junkies delivers

Creative Strategy; Concept Development; Scriptwriting; Storyboarding; Art Direction; Film Direction; Film Production; TV Commercials; Brand Films; Product Launch Films; Employer Branding Films; Customer Stories; Social Media Content; Animation; Motion Graphics; 2D & 3D Animation; Post Production; Sound Design; Voiceover; International Production; Content Series.



A great film doesn't need a huge budget. It needs a great idea.

Across decades of creative work, Brand Junkies has created hundreds of films and animations for brands, organisations and agencies around the world. From large-scale productions featuring internationally recognised talent to agile social content produced on modest budgets, the principle remains the same: The success of a film is never defined by its budget. It's defined by the strength of the idea and the clarity of the story.

Brand Junkies works across the entire production process, from concept development and scriptwriting through to production, direction and final delivery.

Whether it's a brand film, product launch, employer branding campaign, customer story, animation, television commercial or digital content series, the focus is always on finding the most engaging and effective way to communicate the message.

That experience spans everything from complex productions involving large crews, multiple stakeholders and international locations to fast-turnaround content created specifically for digital channels. The benefit is flexibility. Ideas can be scaled to suit the objective, audience and budget, without compromising the creative ambition.

Animation is another important part of the toolkit. It can make complex products easier to understand, explain technical services, visualise the invisible and bring ideas to life in ways that live action sometimes cannot.

From simple motion graphics to fully developed animated campaigns, Brand Junkies uses movement, design and storytelling to make information more engaging, memorable and accessible.

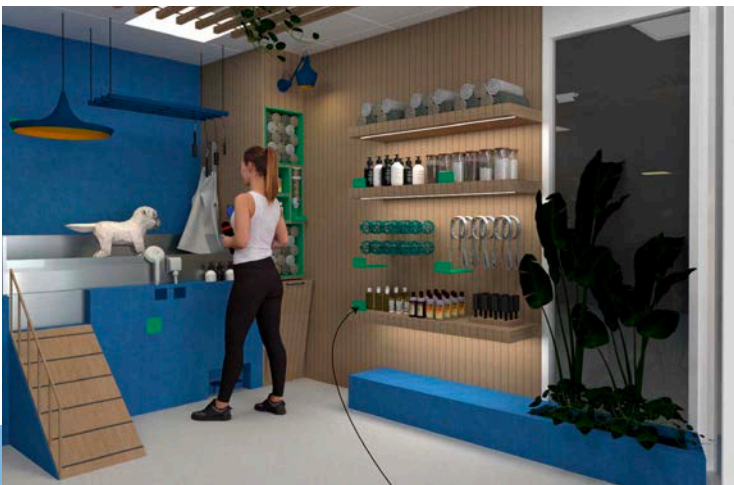
The Impact

The result is film and animation that:

- Turns complex messages into clear, engaging stories
- Creates stronger emotional connections with audiences
- Makes technical products and services easier to understand
- Scales creatively to suit different objectives and budgets
- Builds consistency across campaigns, channels and content
- Delivers content designed to be watched, remembered and shared

SPACIAL DESIGN (OFFICES, RETAIL AND INTERIORS)

Spaces you can step into before they exist



The Impact

The result is spatial design that:

- Makes creative concepts easier to understand and evaluate
- Allows layouts, materials and experiences to be explored before construction
- Combines creative direction with technical accuracy
- Reduces uncertainty between visual concept and physical execution
- Creates realistic, immersive environments for client presentation and development
- Provides production-ready visual references for real-world implementation

What Brand Junkies delivers

Spatial Concept Development; Creative Direction; Art Direction; 3D Visualisation; SketchUp Modelling; Exhibition & Expo Design; Retail Environment Design; Office Environment Design; Material & Finish Development; Layout & Experience Design; AI-Assisted Visualisation; Presentation Visualisation; Production Direction.

Great spaces start with an idea. But communicating that idea clearly enough for others to understand, develop and ultimately build it requires more than a sketch.

Brand Junkies develops spatial concepts in three dimensions, working closely with specialist 3D production partners to translate creative ideas into highly accurate SketchUp models.

The technical modelling may be handled by specialist partners, but the creative direction remains firmly at the centre of the process. Brand Junkies art directs every stage, ensuring proportion, layout, materials, atmosphere and overall experience remain true to the original concept.

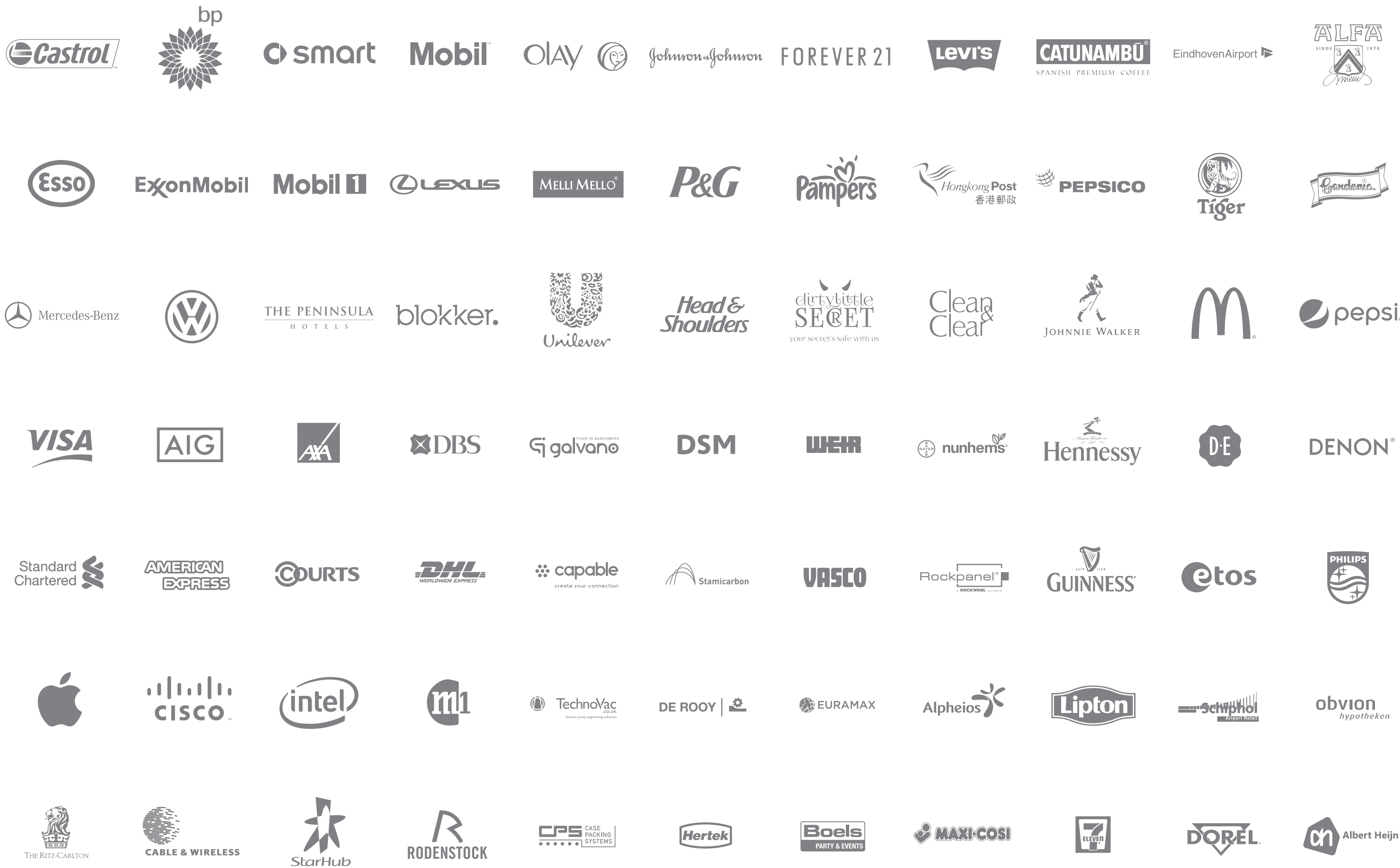
This collaborative approach combines creative thinking with technical precision. It allows the focus to remain on the strategic and creative intent of the space, while specialist production ensures the final visualisation is accurate, realistic and ready for execution.

Whether it's an office environment, retail space or exhibition stand, every detail can be considered before construction begins. The result is more than a visual representation of an idea. It is a clear and confident bridge between concept and construction.



Global experience. Local thinking. Proven results.

A lifetime of experience helping ambitious businesses of all sizes solve complex challenges, build stronger brands and create work that works.



Brands don't need big agencies. They need big talent.

Brand Junkies is a senior-led creative agency built around one simple idea: give clients access to the best talent for the challenge, without the unnecessary overhead of a traditional agency.

With more than 50 years of combined experience working at and running some of the world's leading global agencies, our senior Thinkers, Creators and Makers bring strategic thinking, creative expertise and hands-on experience to every project.

We build the team around the challenge, bringing together the right specialists from our trusted network to create work that works.

From brand strategy and identity to campaigns, digital, film, packaging and spatial design, we combine big-agency experience with a more agile, personal and focused way of working.

More talent. Less ego. Better work.

Have a challenge? Let's talk.

matt@brandjunkies.nl
www.brandjunkies.nl
Studio based in Eindhoven



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