

Press Release

Plan.Net Berlin goes on the offensive with Sven Kuester

The Plan.Net Group expands its presence in Berlin. Multiple award-winning creative mind, Sven Kuester, takes over management of the capital city office, effective immediately.

Berlin, March 8th, 2018 — Plan.Net has just been enriched by a top-class digital expert: Sven Kuester has joined the largest digital agency in Germany as Managing Director of its Berlin branch. He most recently set up the Berlin branch of Hi-Res!, a subsidiary of SYZYGY. As Managing Director of Plan.Net Berlin, Kuester will use his many years of experience in major brands to primarily drive forward the topic of brand interaction – in other words, the intimate link between people and brands in the digital sphere. The service areas in this field will range from digital platforms and campaigns through to products.

Klaus Schwab, Managing Director and partner of the Plan.Net Group on setting up the branch: “After establishing Plan.Net UX in Hamburg and opening the Plan.Net Innovation Studio in Munich, we are consistently driving forward the further expansion of our offering as a partner for success and future viability in the digital age. I am especially pleased that we have been able to bring Sven Kuester on board for the Plan.Net Group. We have already worked together successfully in the past and, for me, he is one of the creative minds in Germany who not only knows what defines a brand, but understands exactly how to showcase it in the digital sphere and make it tangible”.

Besides expanding the area of brand interaction, Kuester’s tasks will also include driving forward the growth of the Plan.Net Group in Berlin. On the one hand, this is accomplished by gaining new customers and expanding the existing customer base and, on the other hand, by establishing an attractive port of call for creative and strategic digital talents in the capital city. Initial business dealings are already underway. The goal is to win the first new customers in Q2 and then gradually build up the team.

Sven Kuester has more than 20 years of experience in digital business (creative direction, strategy and consulting). He has covered a wide area of expertise in his work, from creative campaigns and challenging UX projects to technical solutions in the platform area. For the last six years, the 47-year-old was Managing Director at Hi-Res! in Berlin and built up the branch there from zero to 80 employees. At Hi-Res!, he worked with customers such as McDonald’s and MAN but mainly with BMW, for whom he was responsible for developing the day-to-day

operation of BMW's global websites and various campaigns for the Bavarian automobile manufacturer.

Before his time at Hi-Res! he worked for Razorfish in Berlin as Managing Director from 2007 to 2012 and also built up the Berlin branch for them. Other customers in his portfolio include Allianz, Audi, Bosch/Telekom, Mercedes-Benz and o2. The multiple award-winning communication design graduate and Cannes prize-winner started his career with argonauten in Munich.

“The creative power of the group – Plan.Net achieved first place in the creative ranking this year for the fourth time – together with the multitude of skills available at an agency of this size convinced me completely”, says Sven Kuester, Managing Director of Plan.Net Berlin. “I look forward to the opportunities offered by this constellation and to taking the Plan.Net brand on the offensive in Berlin.”

Benedikt Goettert, branch manager of Haus der Kommunikation in Berlin, on the new appointment: “I am delighted to have such a high-calibre addition to [Haus der Kommunikation](#), which opened last year here in Berlin. This brings us another step closer to our goal of establishing HdK Berlin as the location in Germany that innovatively combines creativity, brand leadership and corporate topics with social change.”

Plan.Net Group

Founded in 1997 as a Serviceplan subsidiary, the Plan.Net Group today is one of the leading digital agencies in Germany. It is one of the largest independent digital agencies in Europe, with more than 25 locations around the world – including, in addition to Munich, Cologne, Hamburg and Bremen, also Milan, Paris, Vienna, Seoul and Zurich. Plan.Net is the business partner for success and future viability in the digital age – with competitive teams of specialists in all relevant areas: from consulting, business intelligence and marketing automation, the conception and implementation of digital platforms, products and integrated marketing campaigns and content marketing solutions, to search engines and performance marketing, media strategies, planning and purchasing. With the agency hmmh, the Plan.Net Group also has a centre of competence for “Connected Commerce”.

Following the philosophy of “Creating Relevance”, which is exercised on a daily basis, around 950 employees worldwide are working for clients such as BSH Hausgeräte, BMW, IKEA, Media Markt, Consorsbank, Reckitt Benckiser and the German TV station ZDF.

The competencies and communication solutions that the Plan.Net Group offers are characterised by creativity, innovation as well as media and technical excellence – to be used with innovative and effective tools and systems, for example those for optimal targeting, personalised newsletter marketing and marketing automation.

Pressekontakt

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