

JUNG v. MATT

an der Limmat

Jung von Matt/brand identity launch on 1 August 2011.

Jung von Matt/brand identity supports companies in the analysis, strategic orientation and development of brands and creates their unmistakable identity. Dr. Thomas Deigendesch is to be Managing Director of the new subsidiary of Jung von Matt/Limmat.

Jung von Matt/brand identity AG establishes new brands and develops existing brands. Its core services are performing in-depth analyses of brands, defining brand values, developing the brand strategy, establishing a brand architecture and transforming it into a verbal and visual identity. When defining the brand's forms of expression, Jung von Matt/brand identity works closely with the digital, PR and communication specialists from Jung von Matt/Limmat.

Internationally, it collaborates with Jung von Matt/brand identity in Hamburg, which has developed and provided global support for the brand identity of the tour operator TUI, for example.

Dr. Thomas Deigendesch will take on the role of Managing Director of the company. He worked for Interbrand in Zurich and London for ten years, most recently as Strategy Director and Member of the Management Board in Zurich. He previously worked at the Institute of Business Research at the University of Zurich. An expert in strategic brand management and communication, Thomas Deigendesch is a regular speaker in Switzerland and abroad, and publishes work on marketing and brand-related issues.

To begin with, the consultancy will have a team of six employees, three of which are corporate design specialists. Its office will be located in the former postal building at Hottingerstrasse 10 in district 7, just 200 metres away from the Jung von Matt/Limmat headquarters.

Dominique von Matt: "Brand Identity completes our range of brand management services in the digital world. I am delighted that we have been able to secure the services of noted specialist Thomas Deigendesch for this position."

Your contact at Jung von Matt/Limmat

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About Jung von Matt/Limmat

Jung von Matt/Limmat is the Swiss communications agency for brand management in the digital age. It has 80 employees, including 20 digital experts and 8 PR specialists working together under one roof. In June 2011, for the ninth time in a row, Jung von Matt/Limmat was rated the best agency in Switzerland by the 400 largest advertising clients.