

ANDRÉ URBAN – SKILLS MAP

KEY PERFORMANCE INDICATORS

Seasoned creative
Marketing degree
Avant-garde agencies' background
Experienced creative team leader
Forceful concept developer and pitcher
Navigator through complex brand strategies
Leading brands at the intersection of strategy and design

BRANDING PRINCIPLES

Passion for design & creative work
Taking responsibility
Forcing better Narratives
Aesthetics matter
Give trust, get trust
Originality is a virtue to be

IN A NUTSHELL

Turning complex challenges into clear, compelling brand experiences.

Guiding brands to lasting value, elevated cultural and aesthetic standards, and competitive strength in the digital, post-truth era.

WORK EXPERIENCE

Adidas AG, Bayrischer Rundfunk, Deutsche Bahn AG, Deutsche Bank AG, Deutsche Kreditwirtschaft e.V., Porsche AG, Eintracht Frankfurt e.V., girocard, FIFA, Heineken NV, Historisches Museum Frankfurt, Hornbach Baumarkt AG, Jaguar Land Rover Ltd., KPMG AG, Lufthansa AG, Mercedes Benz AG, Messe Frankfurt GmbH, Merck KGaA, MLP Finanzberatung SE, Museum für moderne Kunst Frankfurt a. M., Red Bull GmbH & Co.KG, Roche Deutschland Holding GmbH, Rolls-Royce plc., Sparkasse, Stadtmarketing Mannheim GmbH, Volkswagen Bank GmbH and many more.....

CREATIVE DIRECTION

Creative leadership
Brand aesthetics
Identity transfer
Logos & design
Storytelling & journey
Team leadership

STRATEGY

Brand DNA
360° development
Expression management
Positioning
Messaging & values
Digital & AI
Brand strength
Audit & research

COPYWRITING

Naming & claims
Corporate language
Editorial direction

ADVISORY

Leadership advisory
Strategic partner
Brand culture
Change communication
Agency interface
Workshops & reviews
White papers

CONTACT

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