COMPANY FACTSHEET

ZIELWERK. BRAND STRATEGY CONSULTANCY

ZIELWERK

OUR MISSION

INGO RÜTTEN
Managing Director/Owner

"Businesses, organisations and people are confronted with diverse challenges in disruptive times.

We help you face the future and achieve your goals.

Using practical strategic consulting, creative brand communication and agile innovation development.

With proven processes and our network of interdisciplinary experts. Owner-managed. Since 2003."

OUR SERVICE PORTFOLIO

PRACTICAL STRATEGIC CONSULTANCY

- Corporate strategies (Vision, Mission)
- Brand & communications strategies
- Marketing planning
- Market & competition analysis
- Target groups and personas
- Pitch consulting

CREATIVE BRAND COMMUNICATION

- Campaign development
- Creative design
- Internal communication
- Corporate design & digital branding
- Content marketing
- Whitepapers, blogs, studies, webinars

AGILE ORGANISATIONAL & INNOVATION DEVELOPMENT

- New work/Change consultancy
- Employer Branding
- Corporate Purpose development
- Business development
- Product development & trend scouting
- Digital transformation & strategies

OUR REFERNCES

NGOs, UNIOS, ASSOCIATIONS

PUBLIC SECTOR & PUBLIC FUNDED PROJECTS

PRIVATE SECTOR

WE ACHIEVE GOALS

- With strategy concepts that are not only elaborated, but also action-oriented
- With proven and efficient processes that we adapt to the individual needs and tasks
- With a German-wide network of partners who bring their expertise, creativity and passion into every project.

AND WHICH GOALS DO YOU WANT TO ACHIEVE?

Ingo Rütten is looking forward to receive your mail or your call: ruetten@zielwerk.com _ 069 / 40 95 63 15