

Fact Sheet

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Brains is Austria's leading branding agency.
At Brains, we place equal importance on branding strategy consulting and sophisticated design.

For 15 years now, the agency has been working with intelligent brands – brands that, as tools for monitoring and guiding, are capable of skilfully overcoming the challenges of increasing complexity and accelerated change.

Brains works for companies in a wide variety of industries, for NGOs and for the public sector.

Our concept of quality goes beyond our core competencies of strategy and design. The demanding standards at our agency apply to everything from the craftsmanship of our typography to our project management through to the theoretical basis of the methods we use. And cost efficiency is one of the key criteria for success.

At Brains, brands are developed in participative processes with our clients. From the first moment on, knowledge, skills and tools for brand management are communicated. The interdisciplinary teamwork is necessary to create attractive, multi-dimensional brand images.

For one who only knows something about brands knows nothing at all about brands. (Peter Deisenberger)

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Products

Consulting

Strategic design consulting
Corporate branding
Product branding
Brand architecture
Brand management
Employer branding
Keynotes/lectures
Cultural analyses
Internal branding

Creation and design

Design analysis
Corporate design
Product brand design
Packaging design
Digital design
Exhibition worlds
Naming and claims
Brand presentation

Communication

Business reports
Client magazines
Employee magazines
Image brochures
Corporate literature
Books and catalogues

brains

Deisenberger GmbH
1150 Vienna
Flachgasse 35-37
T: +43/1/526 47 80
F: +43/1/526 47 80-99
office@brains.com
www.brains.com

Commercial register: FN
207835s
Commercial Court of Vienna
VAT ID: ATU 51771809

New business development:

Oliver Heiss
T: +43/1/526 47 80-70
E: heiss@brains.com

Media:

Isabelle Goller
T: +43/1/526 47 80-22
E: presse@brains.com

History

Founded in 1995 as the design studio “Deisenberger und Lübke”. Evolved into branding agency through the development of branding and corporate consulting expertise over many years. From 2001, as “Buero 16”, experienced steady growth while specializing in branding. Rebranded as Brainds in 2010.

Peter Deisenberger

Peter Deisenberger founded the agency and continues to lead it today as Creative Manager and a passionate fighter on behalf of design quality. He firmly believes that developing and managing intelligent brands requires a range of cultural techniques in addition to strategic thinking and design competence.

After studying painting in Paris and Vienna, Peter Deisenberger worked as Senior Art Director in one of the largest Italian advertising agencies in Rome. In 1995 he returned to Vienna, where he became one of the first advocates of branding, performing pioneering work in that field. From 2008 to 2010, he served on the board of designaustria, a professional association representing the interests of Austrian designers. Numerous lecturing and teaching activities at universities and universities of applied sciences.

Facts and figures

Name	Brainds
Company name	Deisenberger GmbH
Type	Branding agency
Year of foundation	1995
Headquarters	Vienna
Creative Manager	Peter Deisenberger
General Manager	Harald Lederer
Units	Brand Consulting Corporate Design Publishing Digital Branding
No. of employees	20

Clients/Selection

aspersn – Vienna’s urban lakeside
Erste Bank
Euram Bank
Festspielhaus St. Pölten
Interwetten
KSV 1870
League for Human Rights
Niederösterreich Werbung
ÖBB
OMV
Orange Austria
Post
Radatz
Raffeißen Centrobank
RP Global
Starlinger
Valida Vorsorge Management
Verbund
Wien 3420
Vienna Business Agency

Awards and distinctions

German Design Award
red dot Design Award
DDC competition “Gute Gestaltung”
European Excellence Award
Econ Award
Best of Corporate Publishing
Austrian National Award for PR
Golden Pixel Award