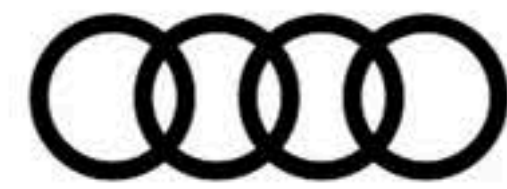


Cars, Cars, Cars 2025

WaldBranding Work Cases

bold
& meaningful
brand
experiences.



DAIMLER

PORSCHE



hey car



SCHAEFFLER



share



DKB

O₂



Gabor



MEDIA - SATURN



Andrea Wald
BRAND DIRECTOR,
AI VISUAL DIRECTOR

Brand Building, Brand Experience,
Brand Identity across all medias,
High-end professional, Creative Lead,
from Strategy to Implementation

*Clients: Share, Audi, Carlsberg,
Bertelsmann, Tyde & BMW, Renault, Dr.
Oetker, Lamy, Transdev, Porsche, Vodafone,
Gabor, Media Saturn, Aldi*

*Agencies: Serviceplan, Mutabor, Uniplan,
Jung von Matt, Innocean, DDB, McKinsey,
BCGDV, IXDS/PWC, Diconium, Pacific
UEG, Monks, Endava, Parasol Islands*

Surfer, Runner, Tennis Player,
Classic Car Influencer

MILESTONES

2x Audi Brand Identity

- *Two times: Brand Identity Development for the AUDI Brand, on behalf of Strichpunkt and Mutabor Design.*

Cross-Platform Campaigns

- *e.g. AUDI A1, VW Beetle 360°, Mercedes SUV Digital, Genesis Europe Launch, Audi 100 years, BMW 100 years, Car2Go, Passat CC, Porsche Cayenne, Deutsche Post, Renault*

Head of Unit for Volkswagen

- *Conception of Brand Campaigns and Product Catalogues: Unit Creative Lead for DDB Berlin*

Brand Advisor for McKinsey

- *On site with the client Techniker Krankenkasse/ McKinsey, working on “Rethinking the customer experience”: UX/UI Design, Workshops, Customer Journeys, App Design, Customer Surveys*

Brand Identities for many Startups

- *Designing Brand Identities for Incubators or companies, like German-Tech, PropTech1 Ventures, BCGDV, IXDS PWC, Endava, Bertelsmann, Telekom, BMW/Tyde, Dr. Oetker*

Fairs, Events, Dealer Conferences

- *Dealer Conferences and Events for Audi, VW, Hyundai, BMW*
- *12 years Experience in Sport Event Communication*
- *Shop Designs, eg. for Audi, Gabor, O2*

AITO Brand Identity

- *Building the CI for AITO/Huawei, bringing the chinese car manufacturer to the top in China. For GraftBrandlab.*

Kia Sportage Campaign

- *Product launch campaign in 2022 for Kia's most successful vehicle model – the Kia Sportage – contributing to its best sales year to date. Executed for Innocean.*

Work Cases Automotive

Renault Campaigns

for Renault













Bovensiepen + Zagato Brand & Social Media

for Pacific UEG

THE FIRST
OF FINE DRIVING.



BOVENSIEPEN

WHERE ITALIAN DESIGN
MEETS BAVARIAN ENGINEERING
THE NEW BOVENSIEPEN ZAGATO



BOVENSIEPEN

THE FIRST
OF FINE DRIVING.



BOVENSIEPEN

EXPERIENCE
THE NEW
BOVENSIEPEN
ZAGATO



BOVENSIEPEN

WHERE ITALIAN DESIGN
MEETS BAVARIAN ENGINEERING
THE NEW BOVENSIEPEN ZAGATO



BOVENSIEPEN



BOVENSIEPEN



DIVE DEEP INTO
TODAY'S **CAR DESIGN**
WITH NORIHIKO HARADA

FINE DRIVING.

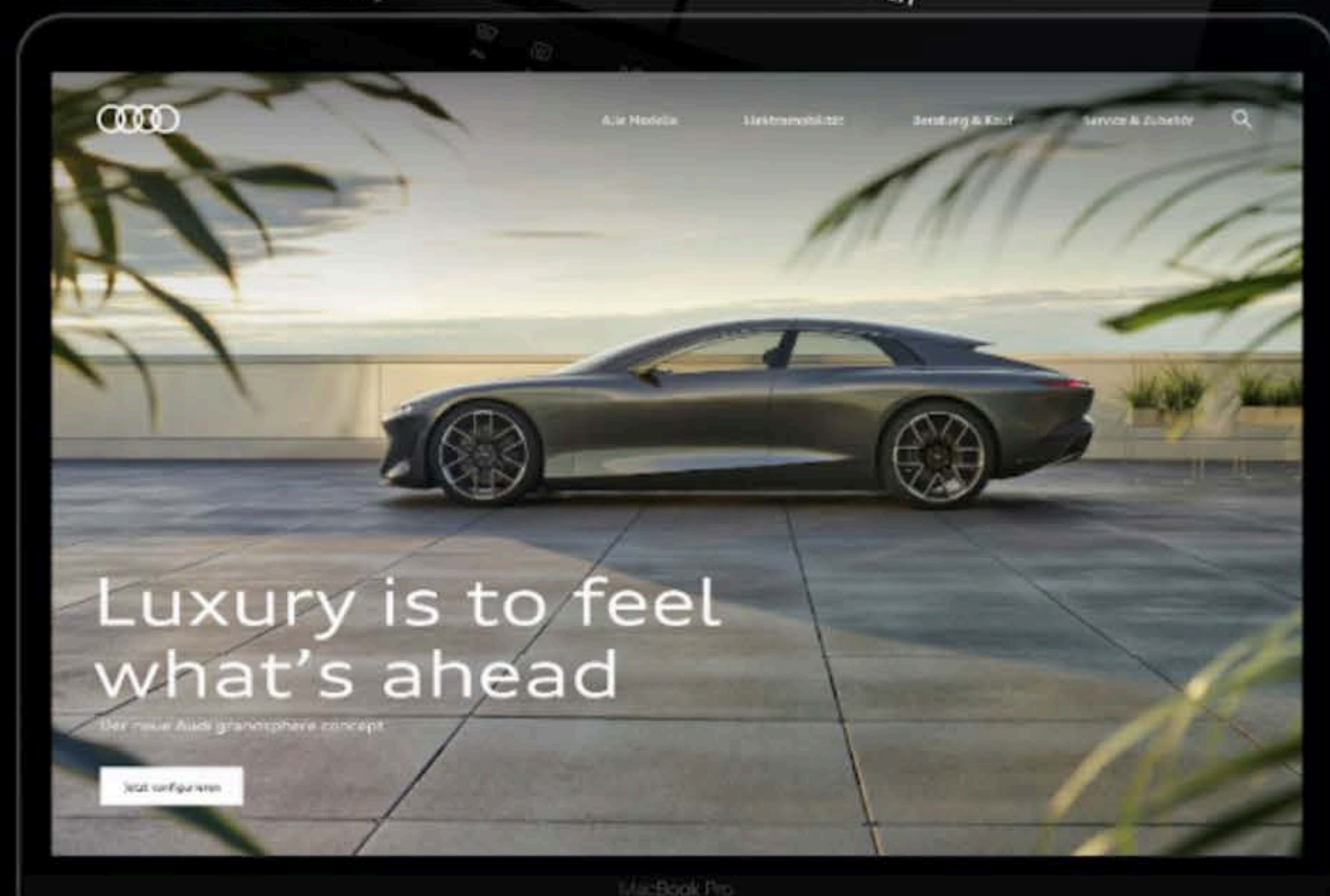
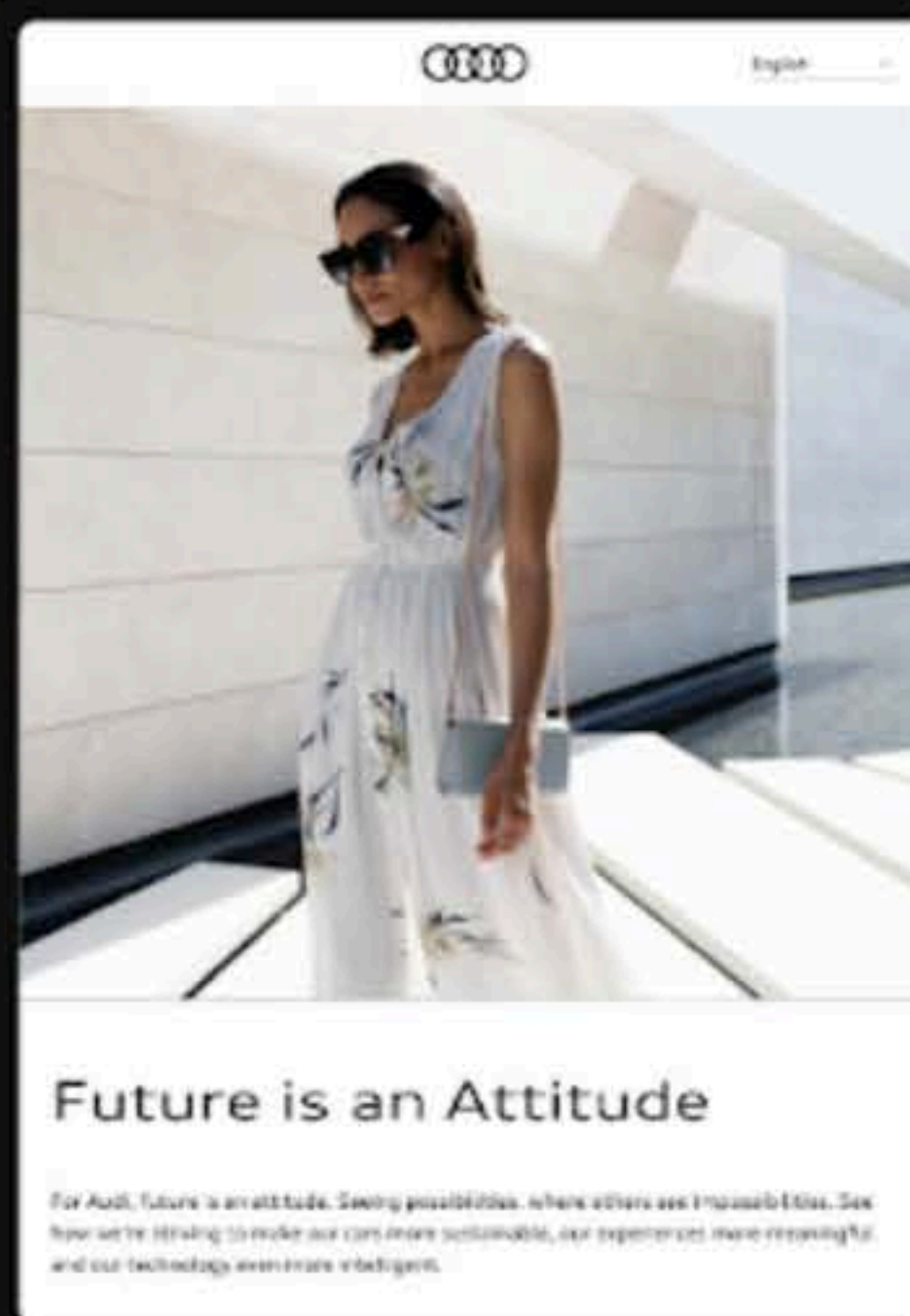


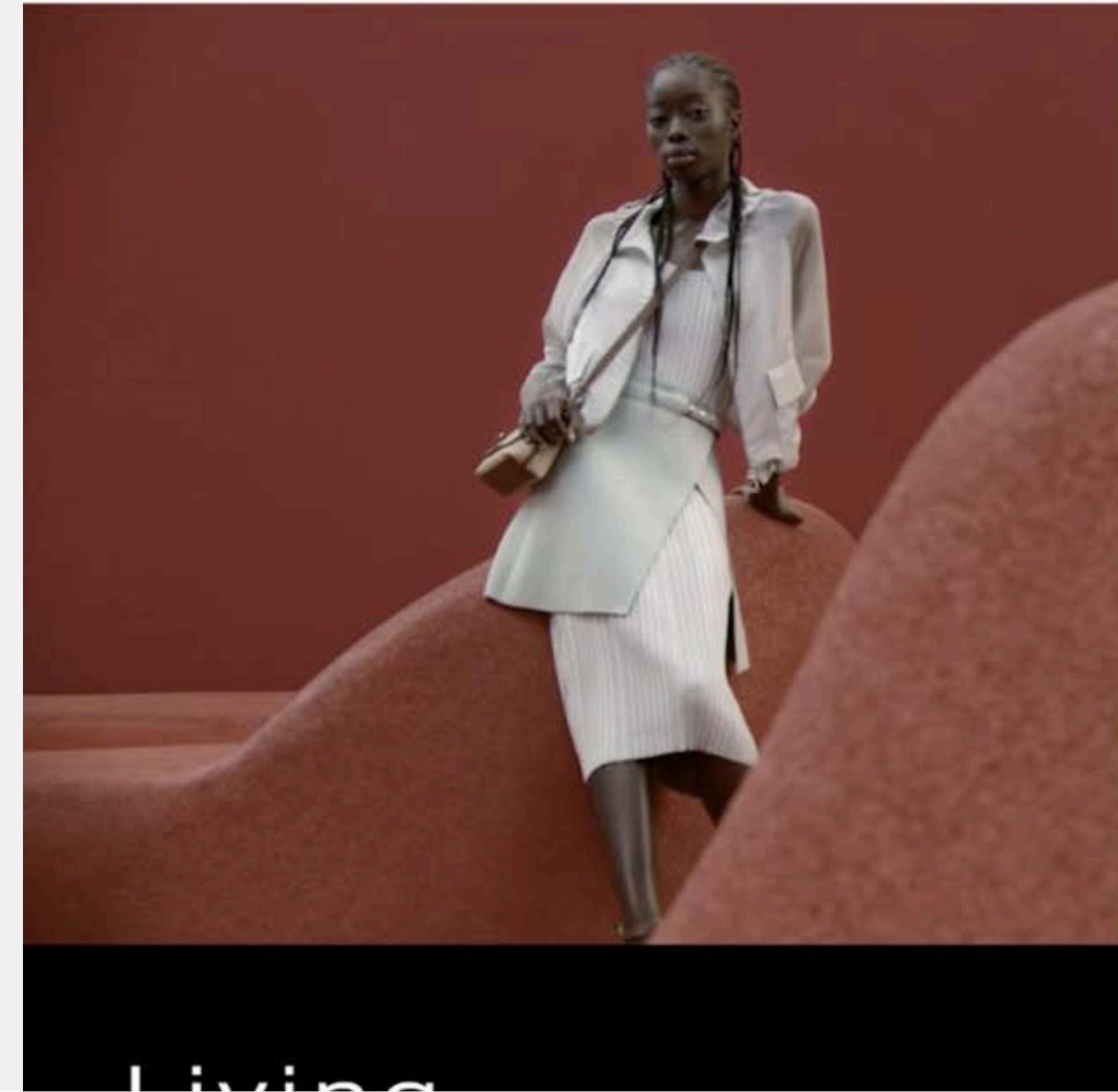
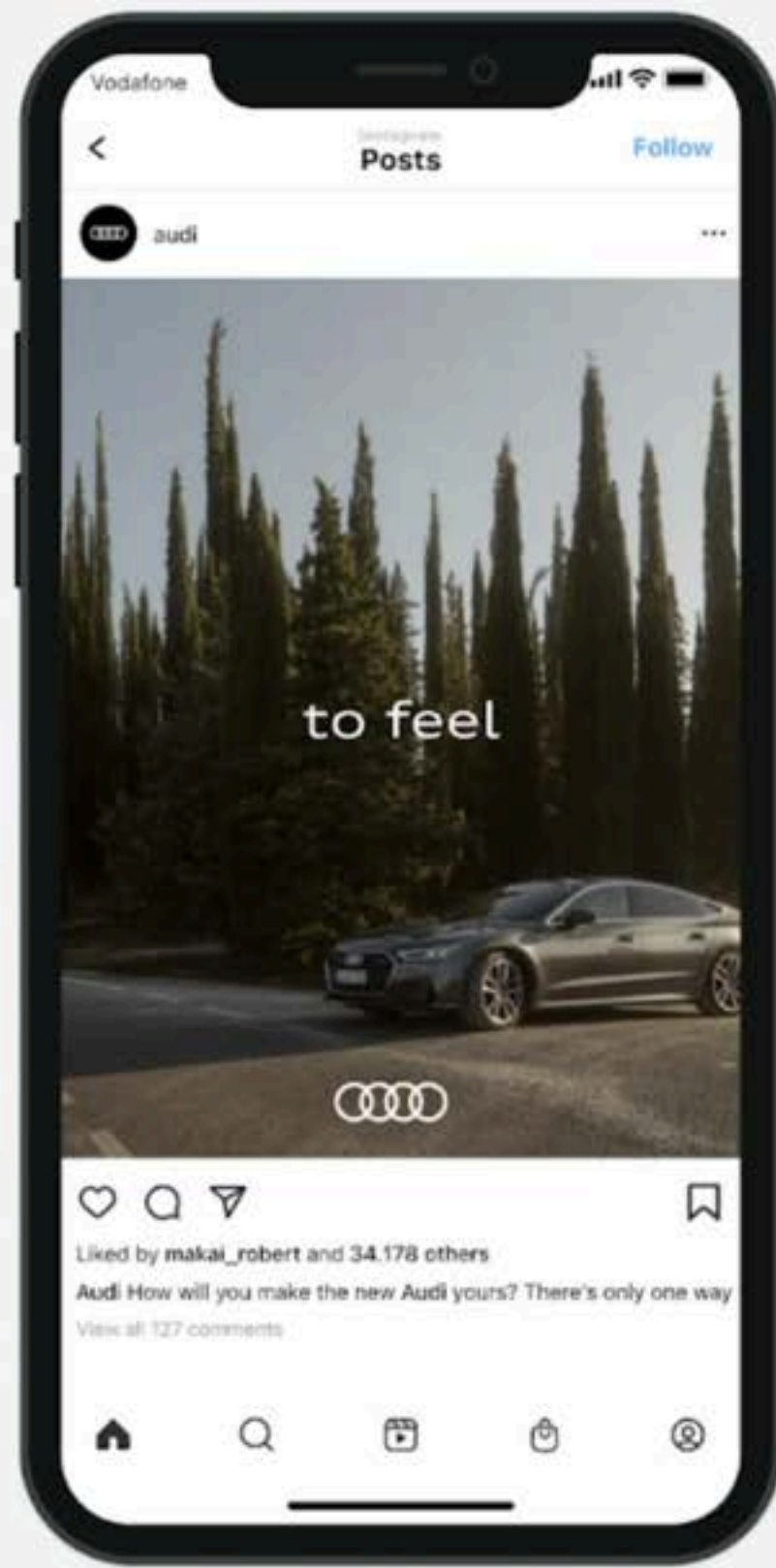
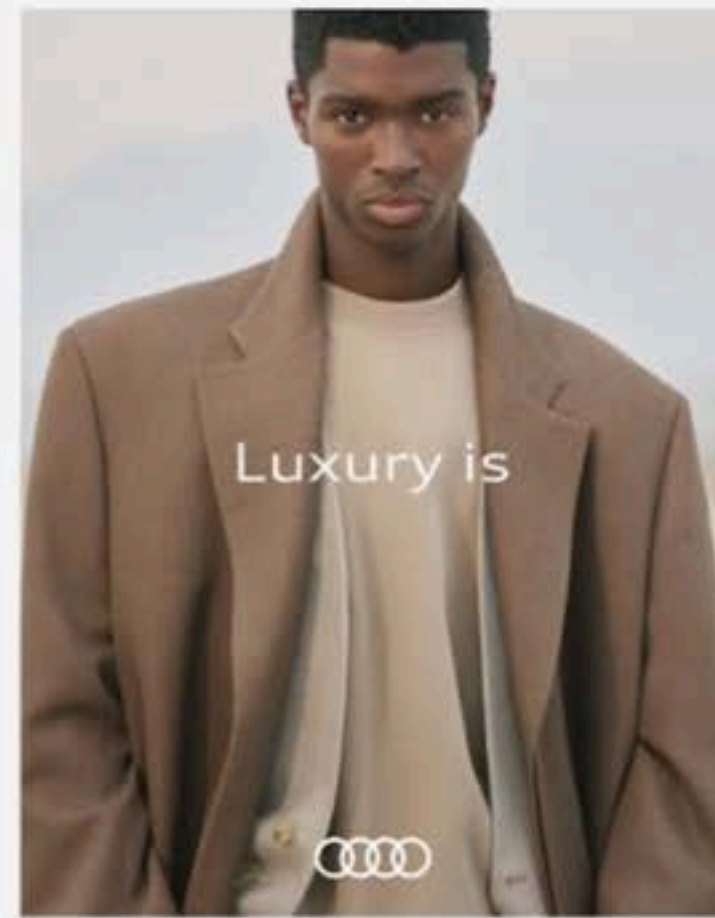
AUDI Brand Identity

for Strichpunkt Design

Der neue Audi grandsphere concept

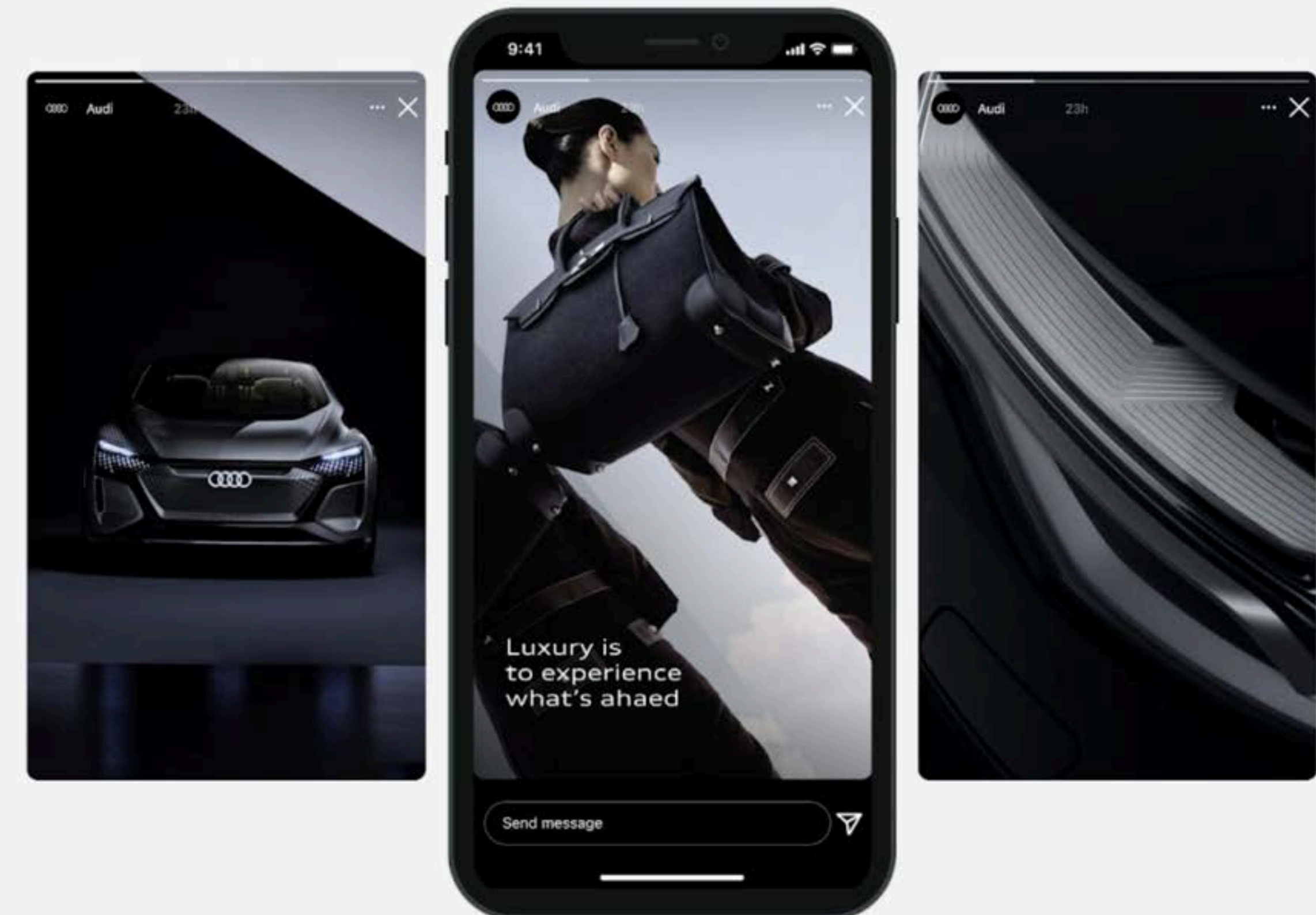
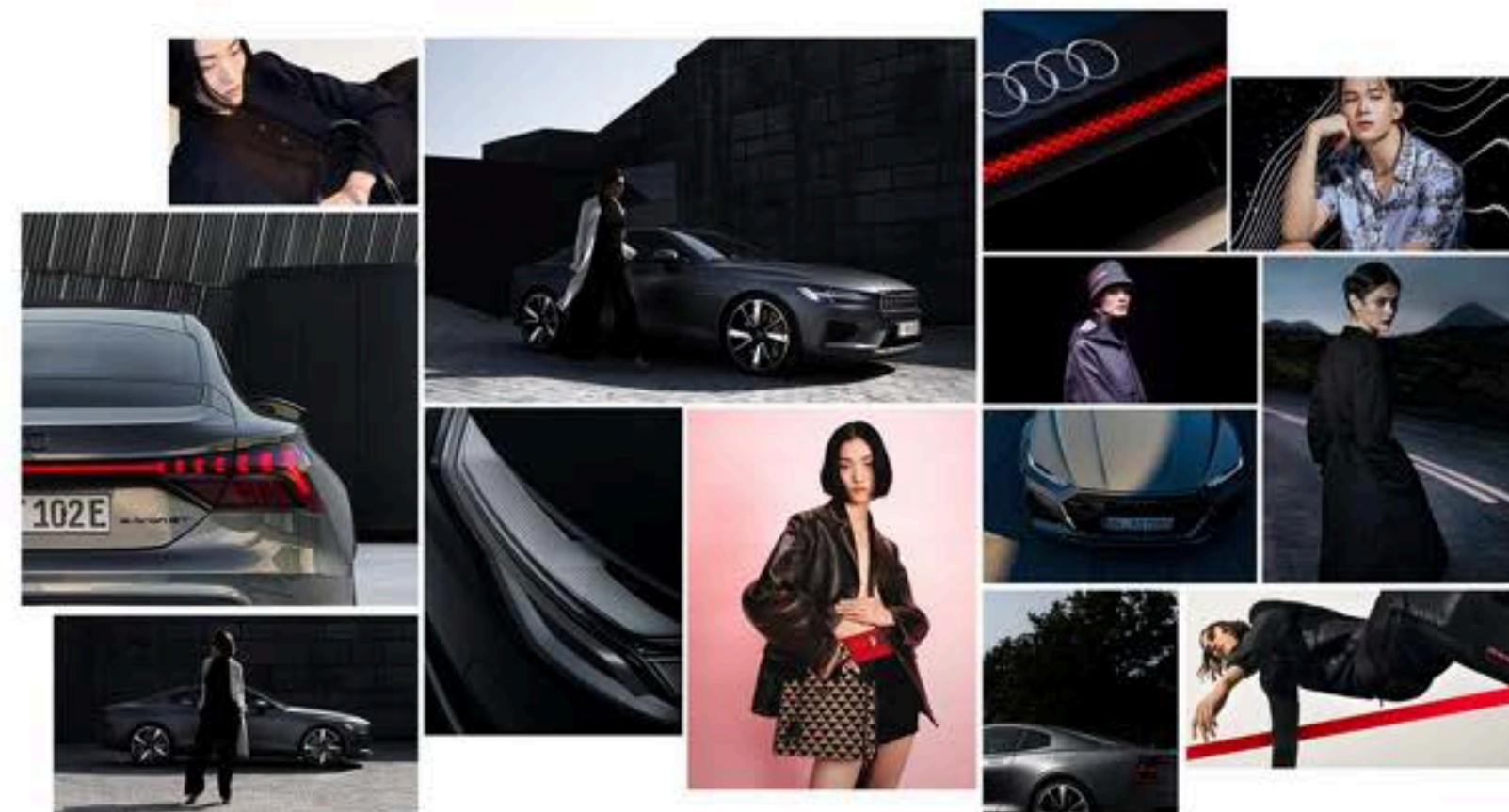
Luxury is to
experience
what's ahead



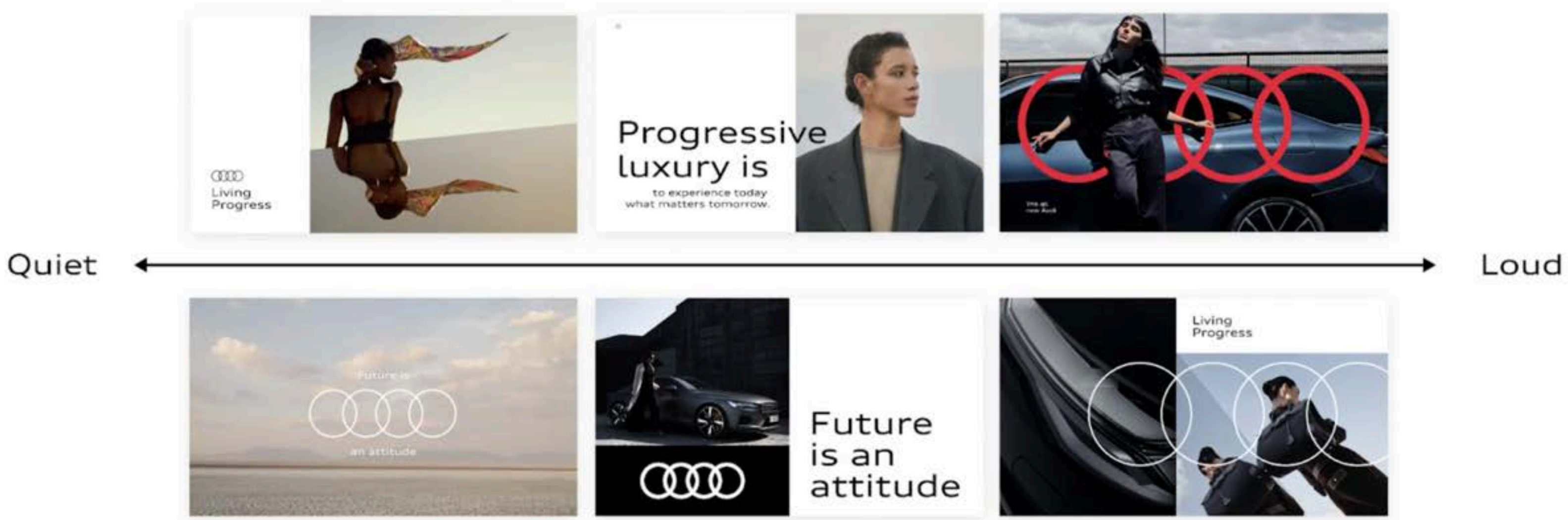
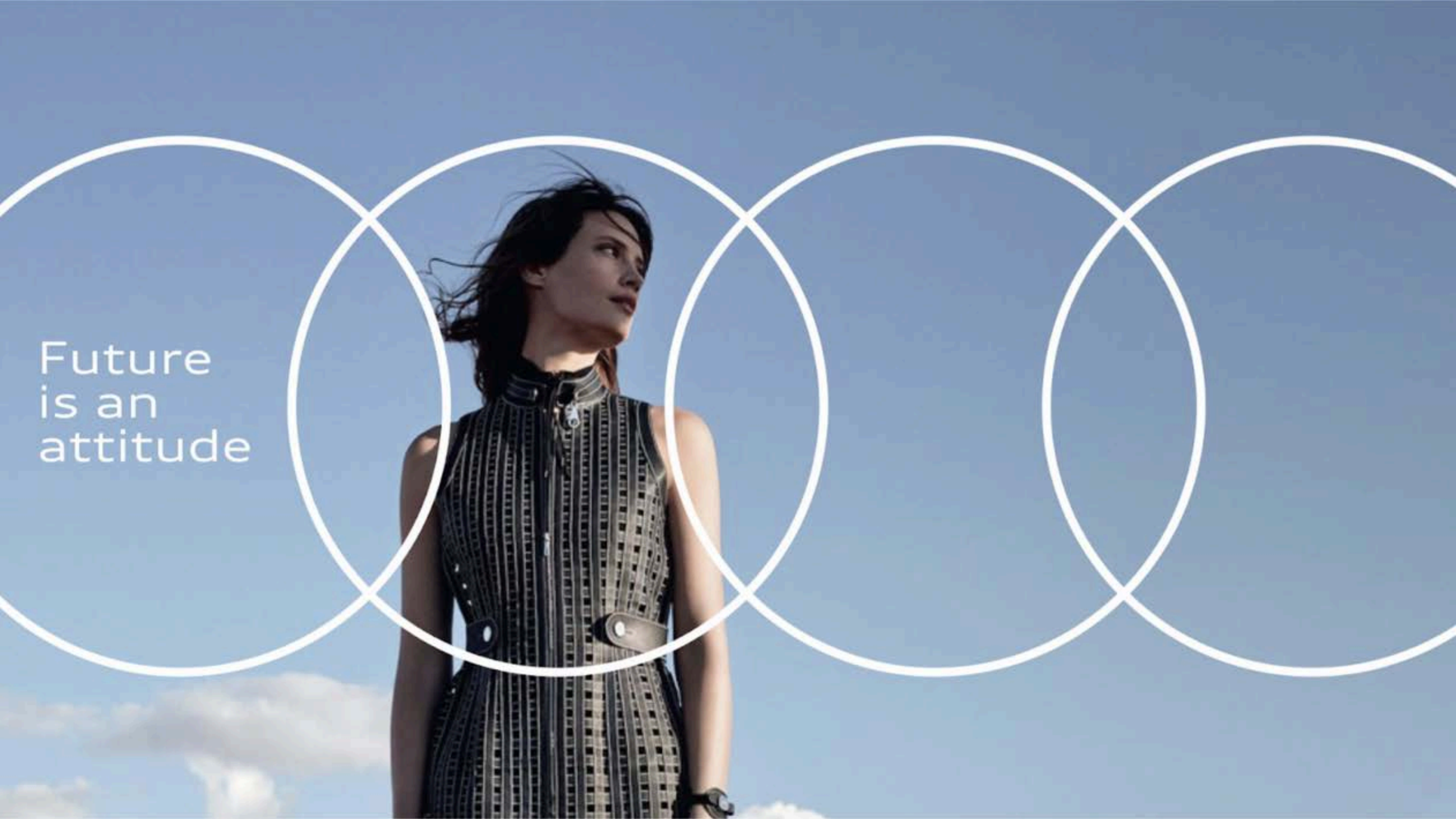
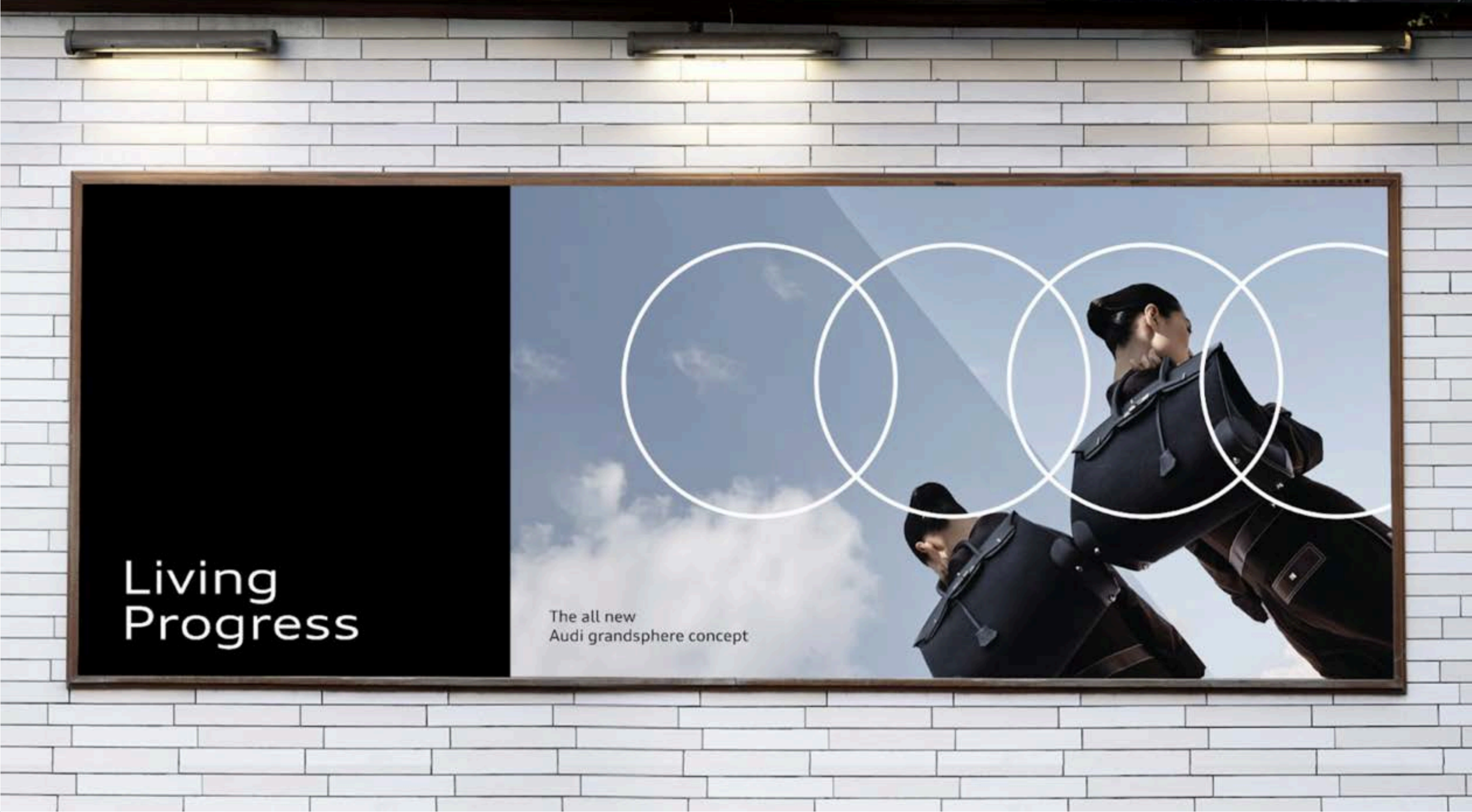
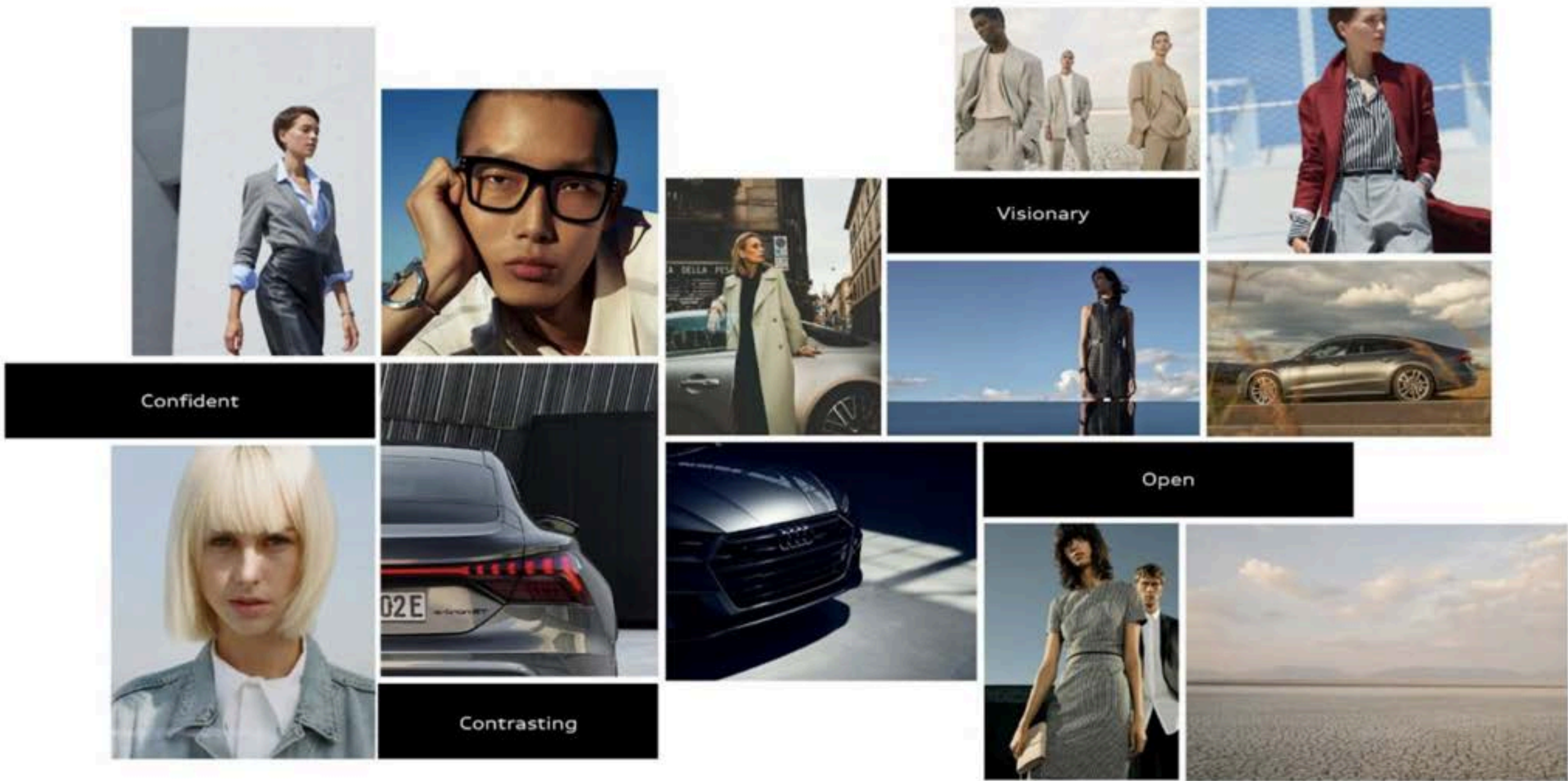


The Audi skysphere concept
**Pure Luxury
Performance**

Mehr lesen



Die neue Audi Bildsprache



AITO Brand Identity

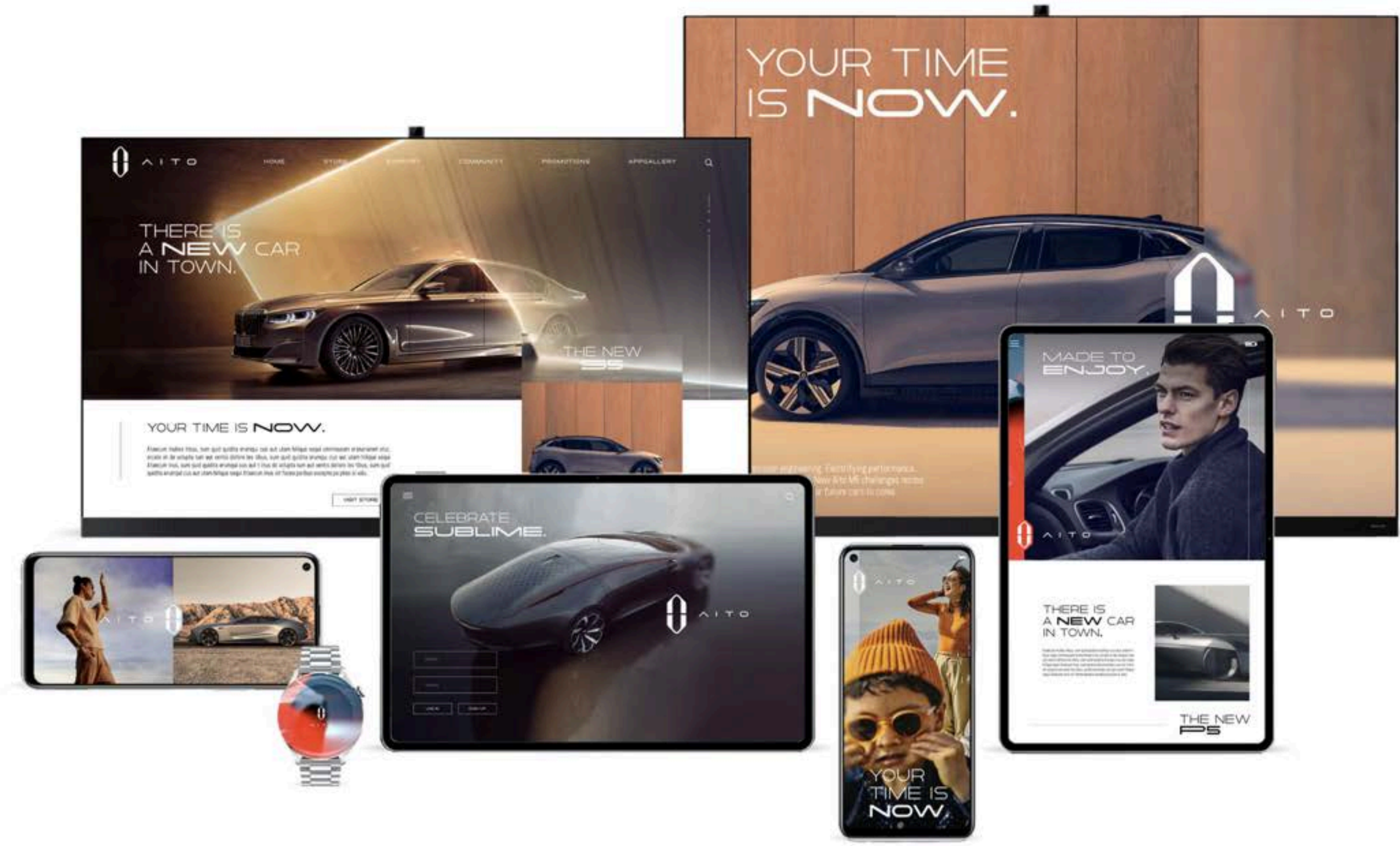
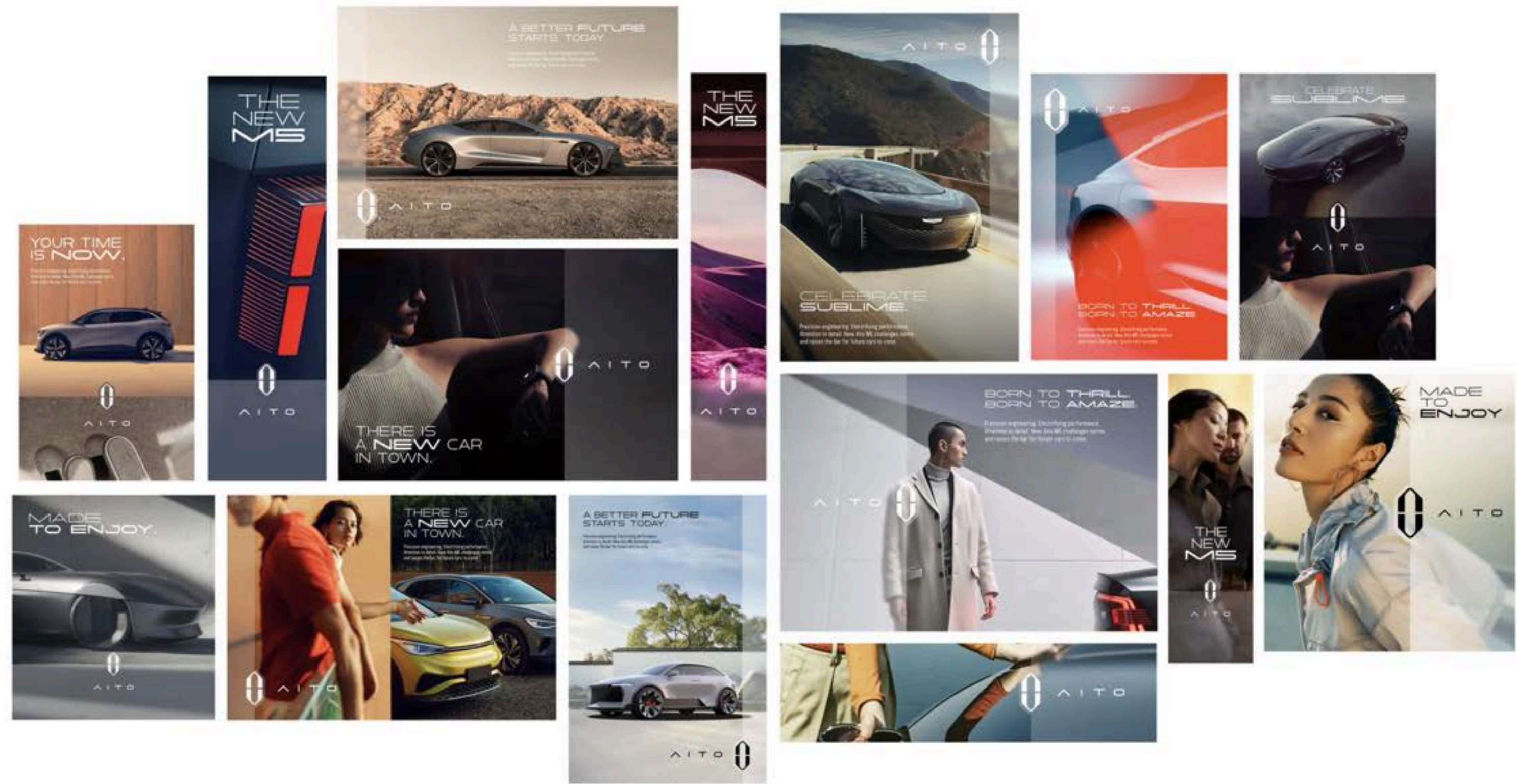
for GRAFT Brand LAB

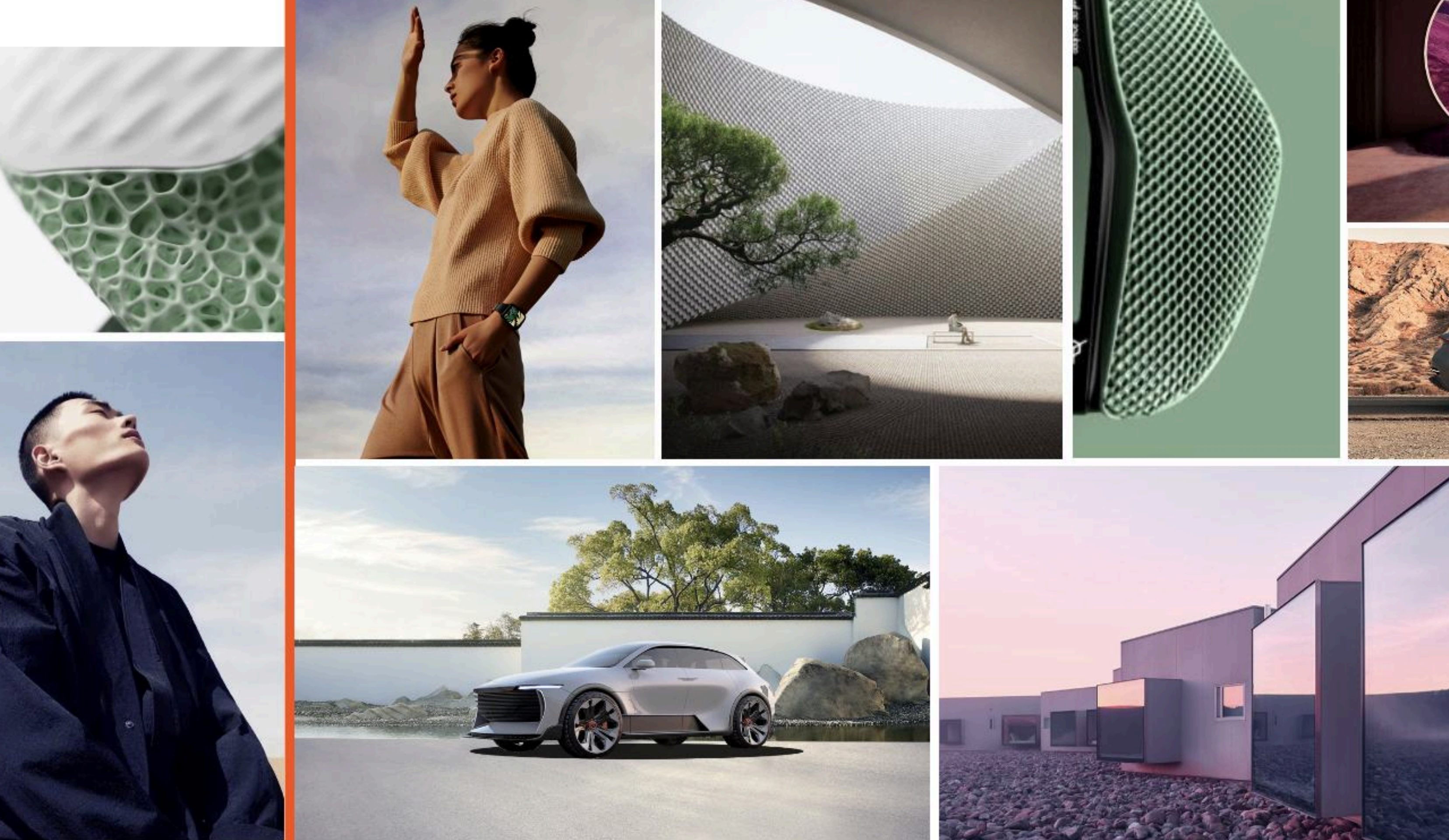


AITO



The AITO World

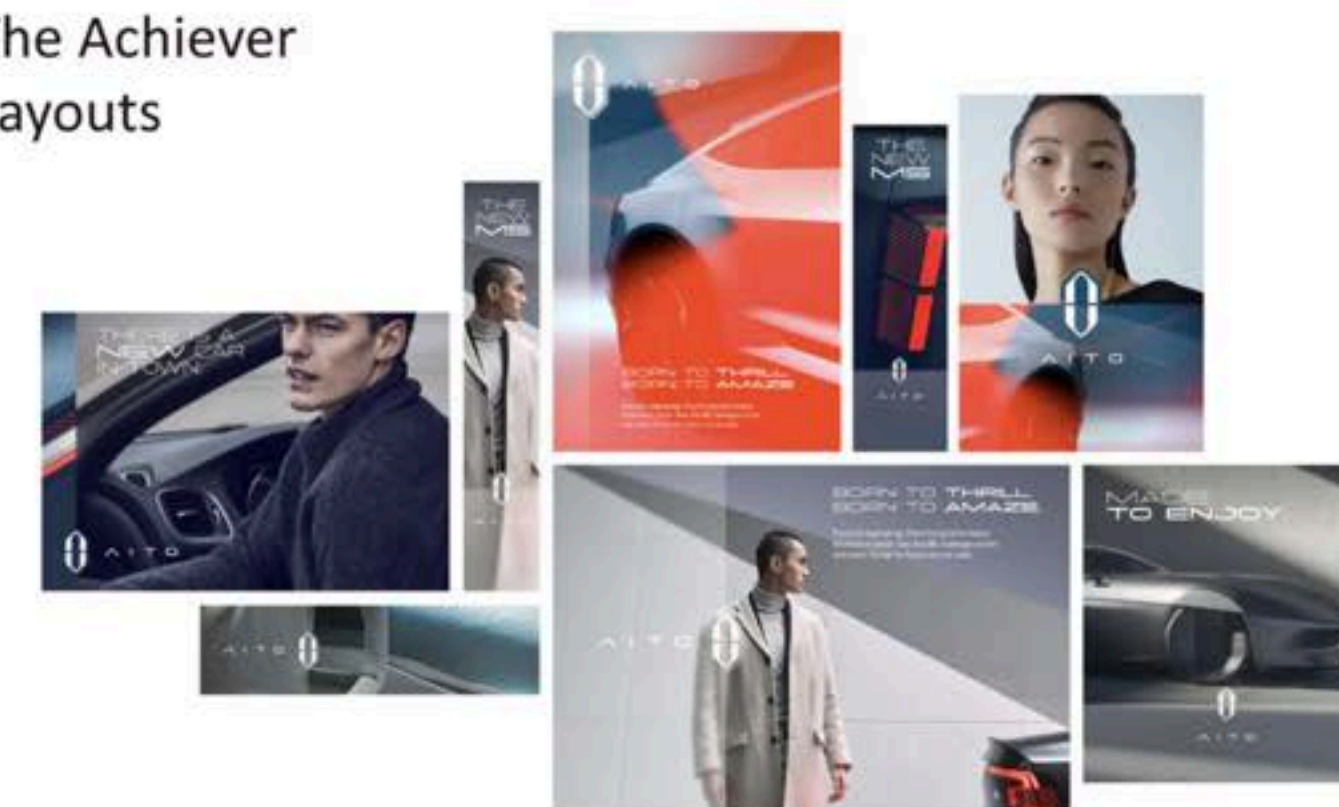




The Striver
Layouts



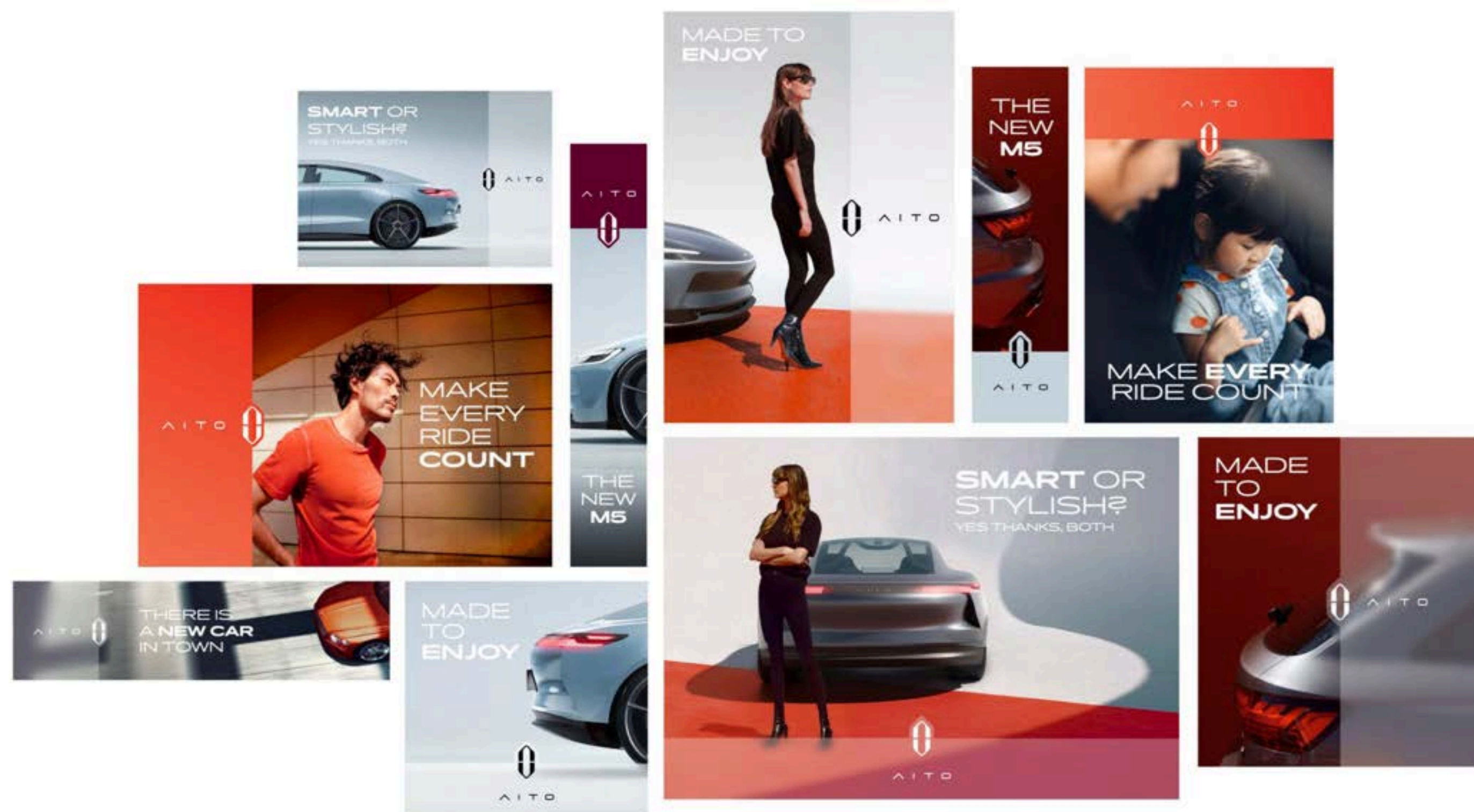
The Achiever
Layouts



The Elite
Layouts



The Visionary
Layouts



50 Jahre Porsche 911 Turbo Special Edition

Porsche Classic + Studio Goico





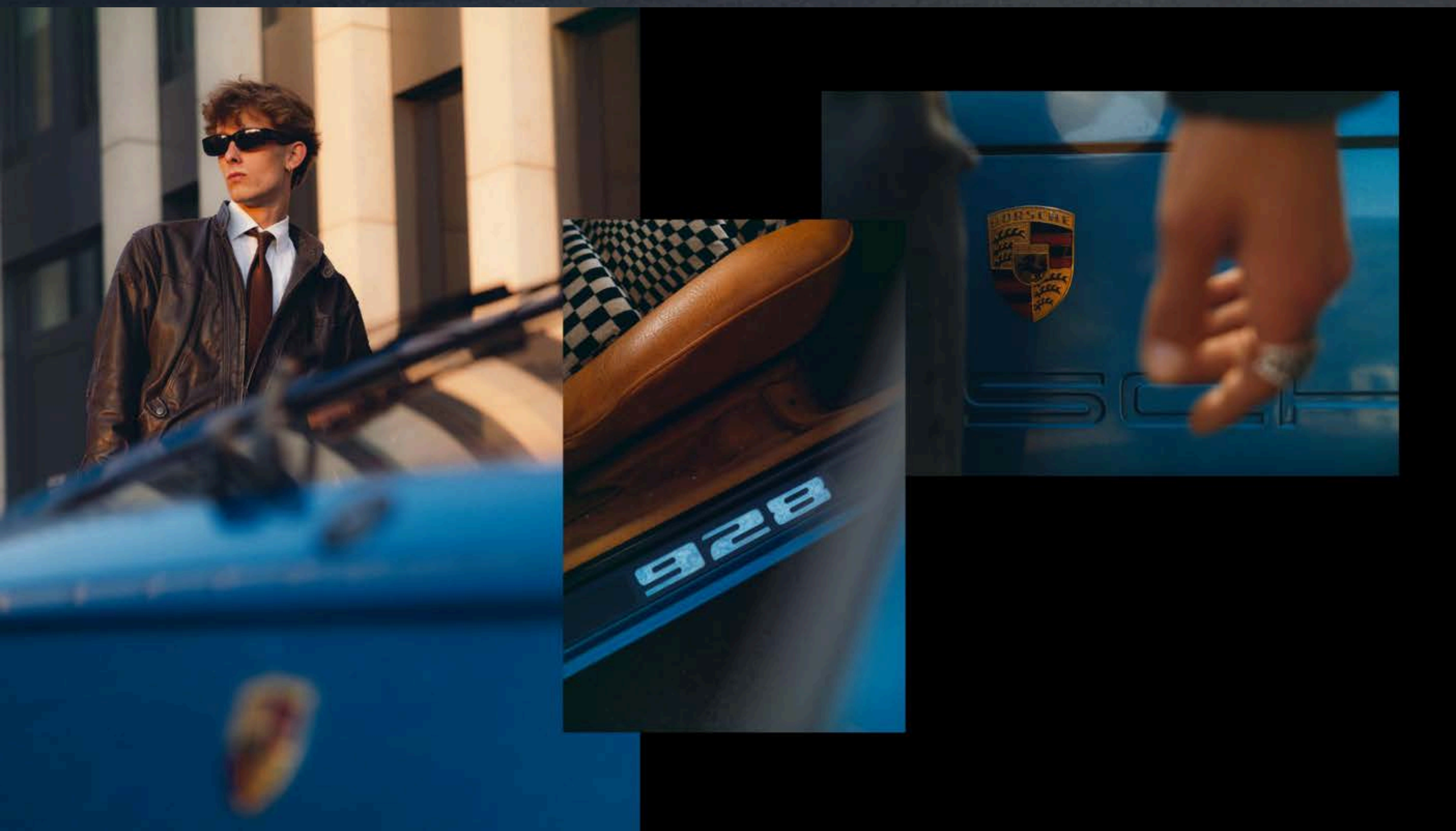
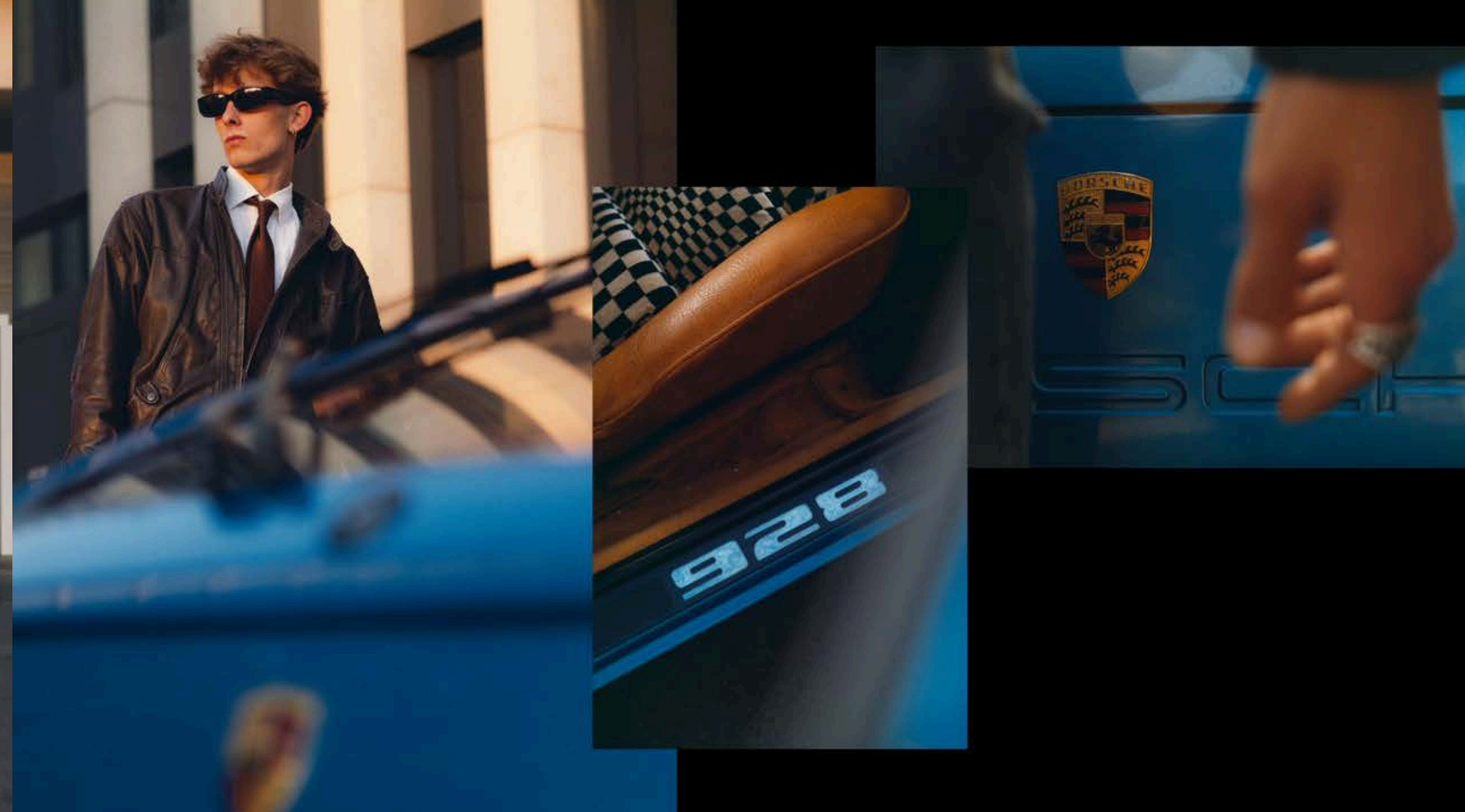


Porsche 928 + 924

with Dejan & Per + RECOM



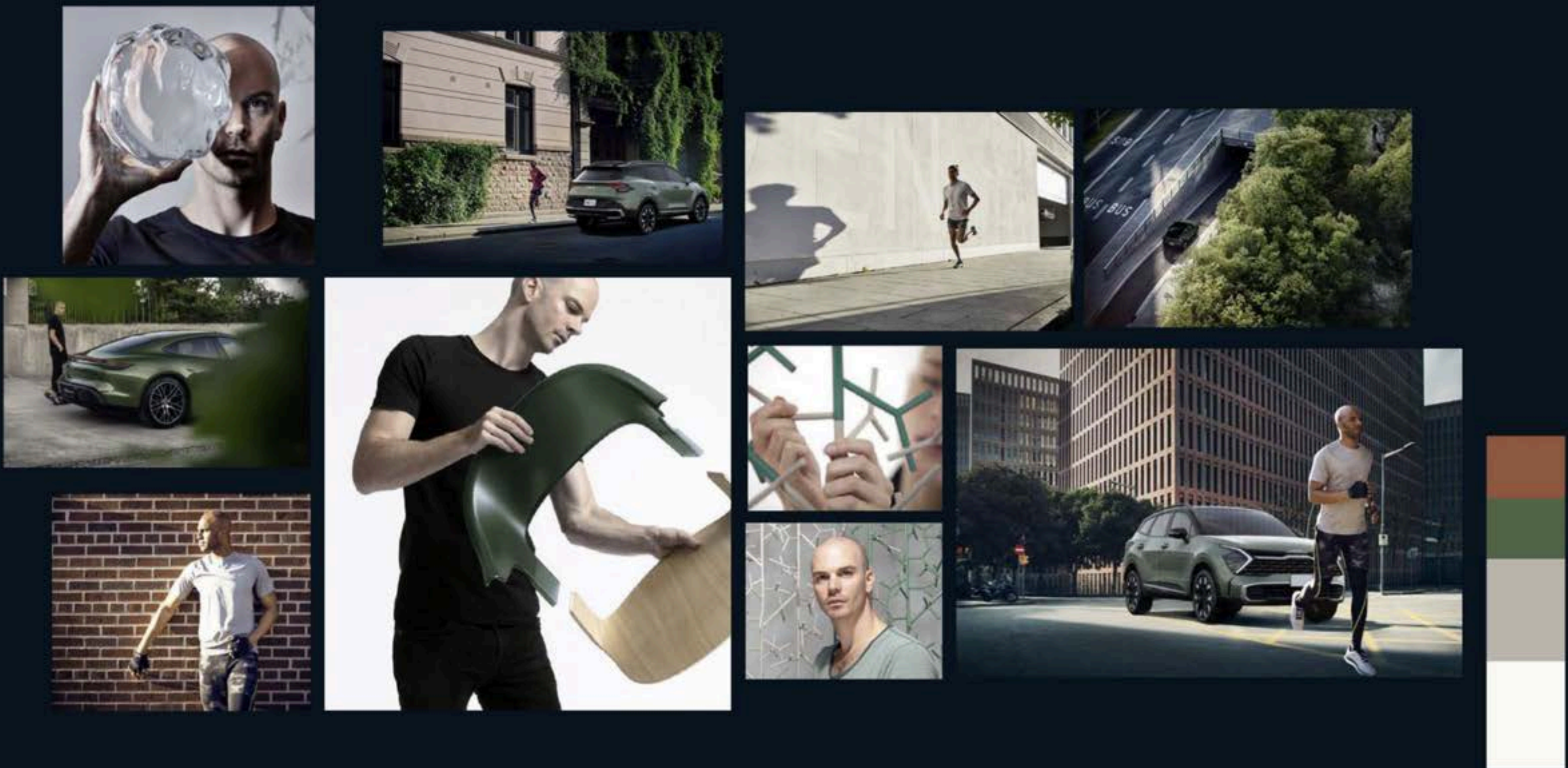
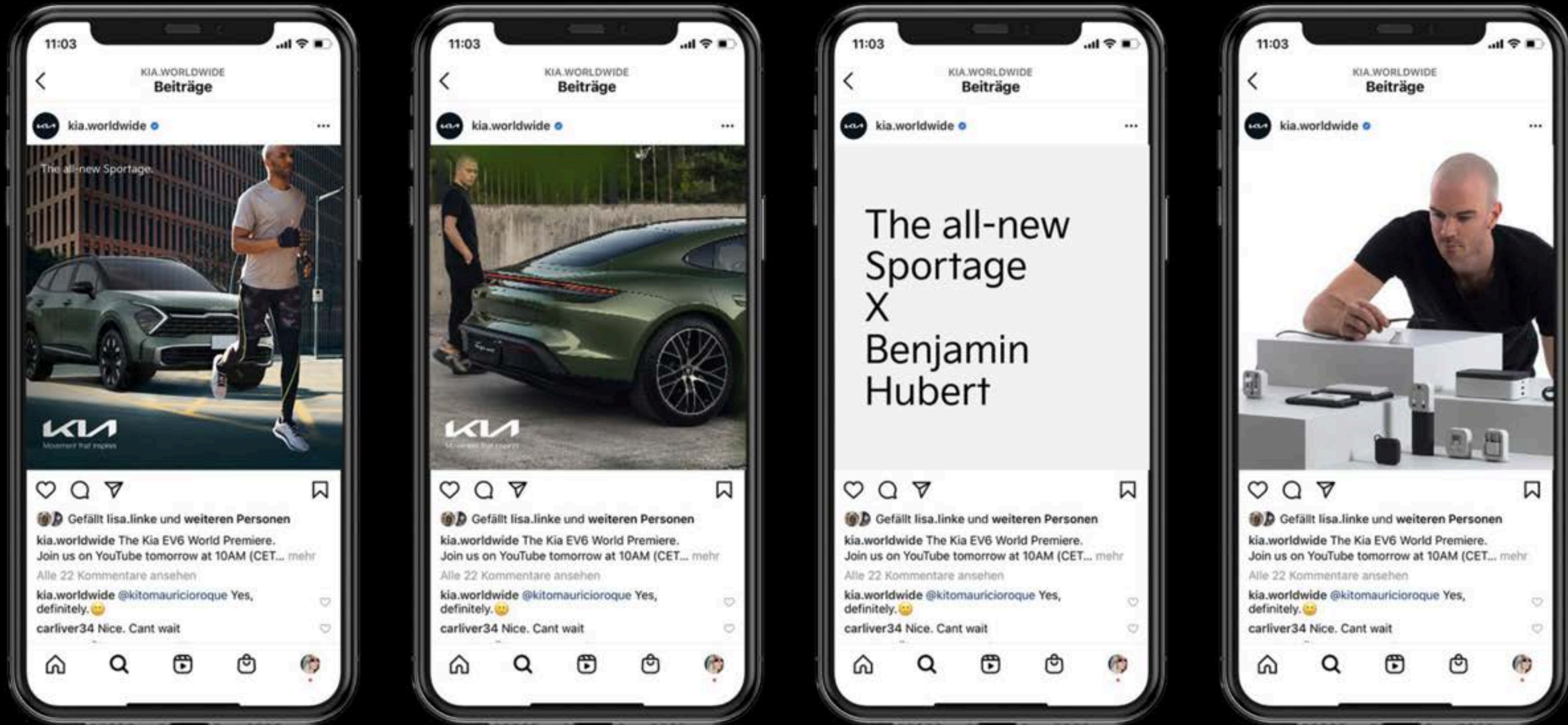
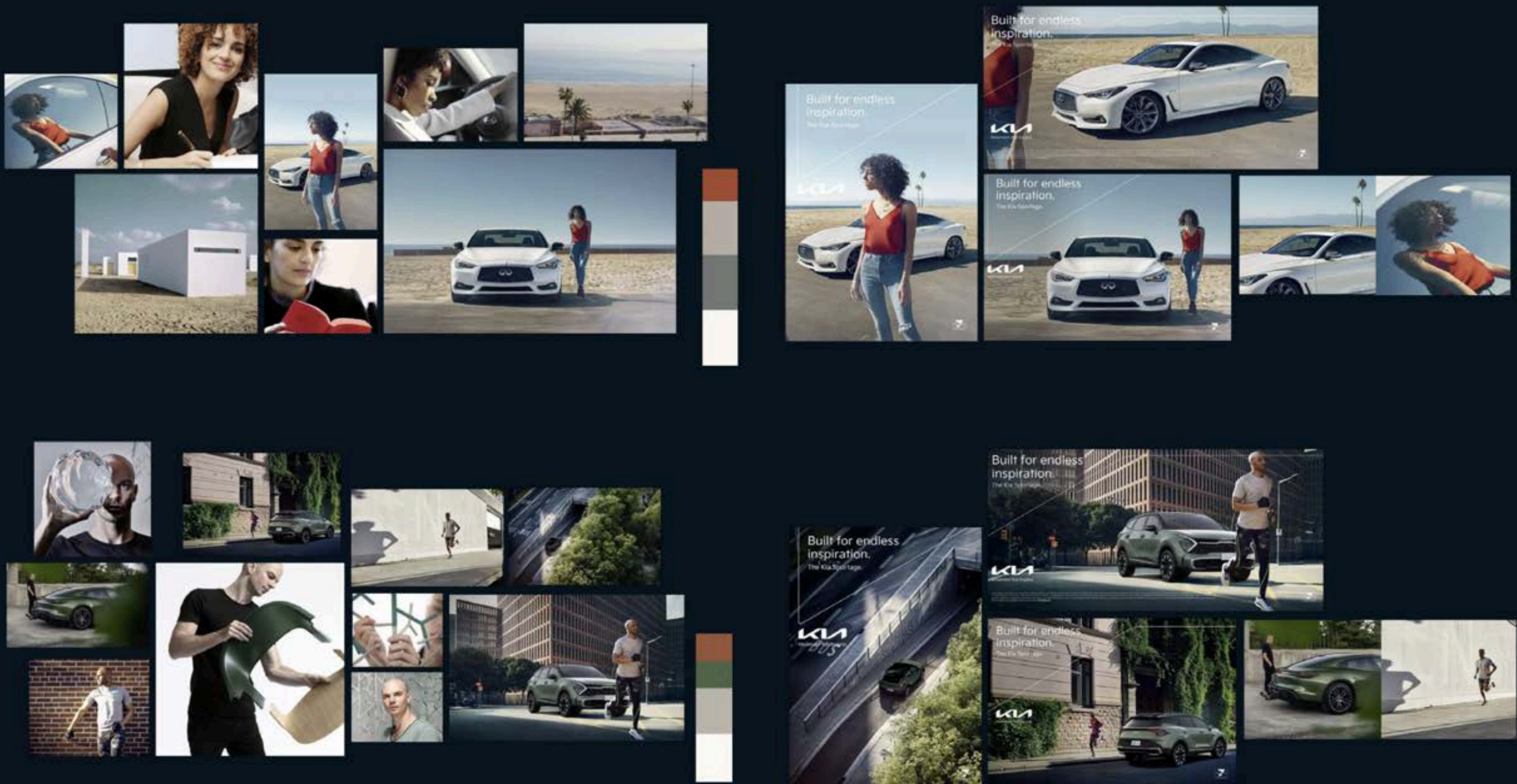






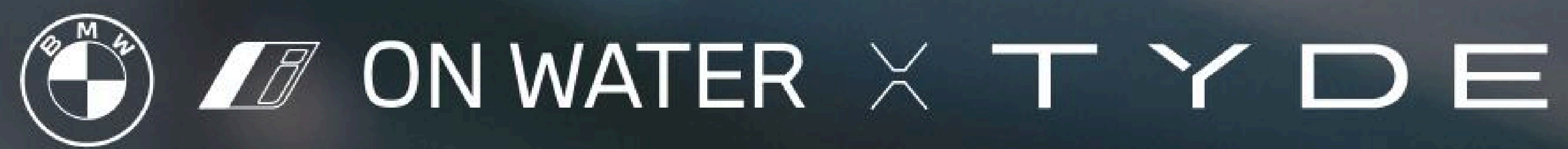
Kia Sportage Campaign

for Innocean

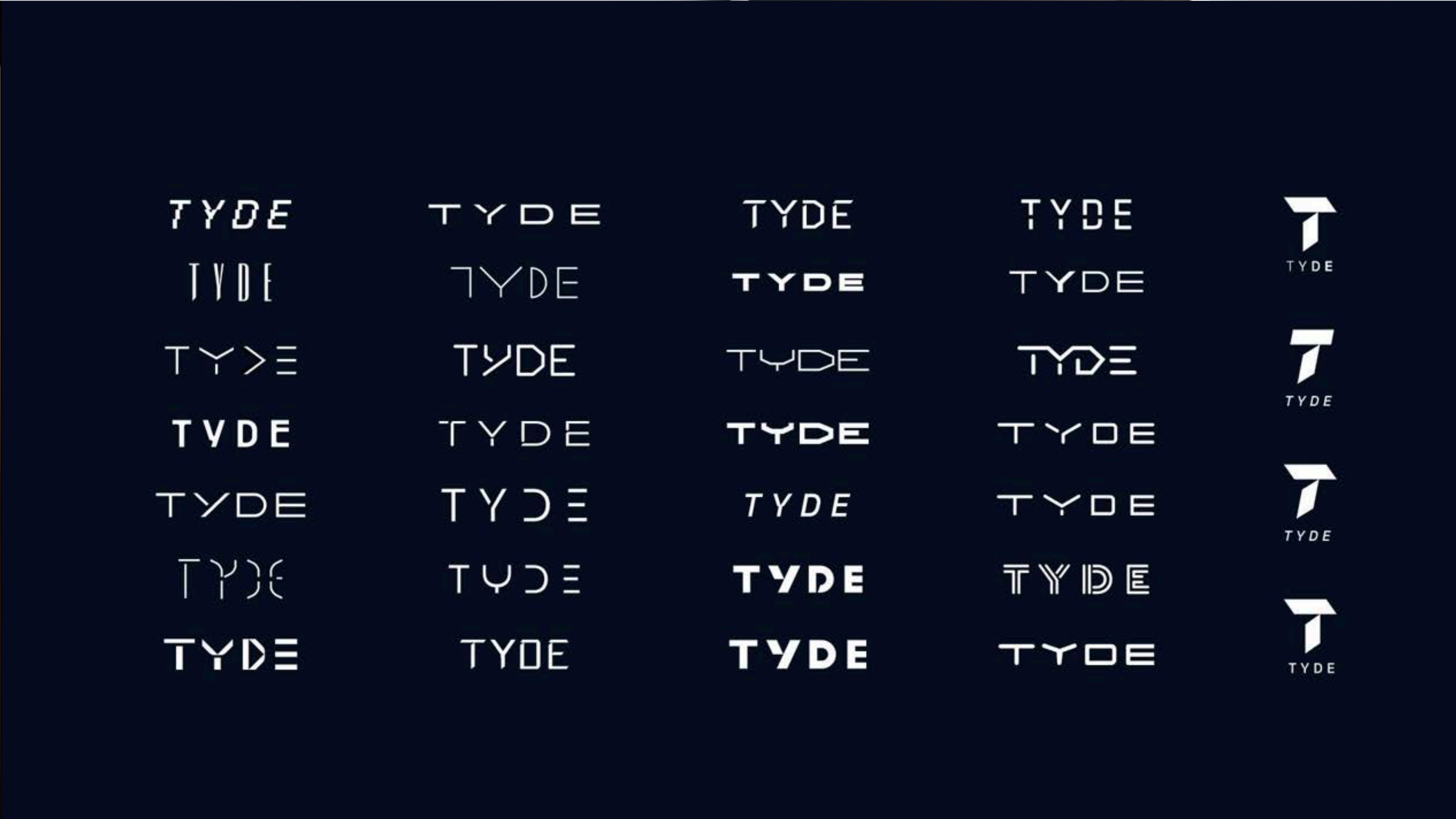
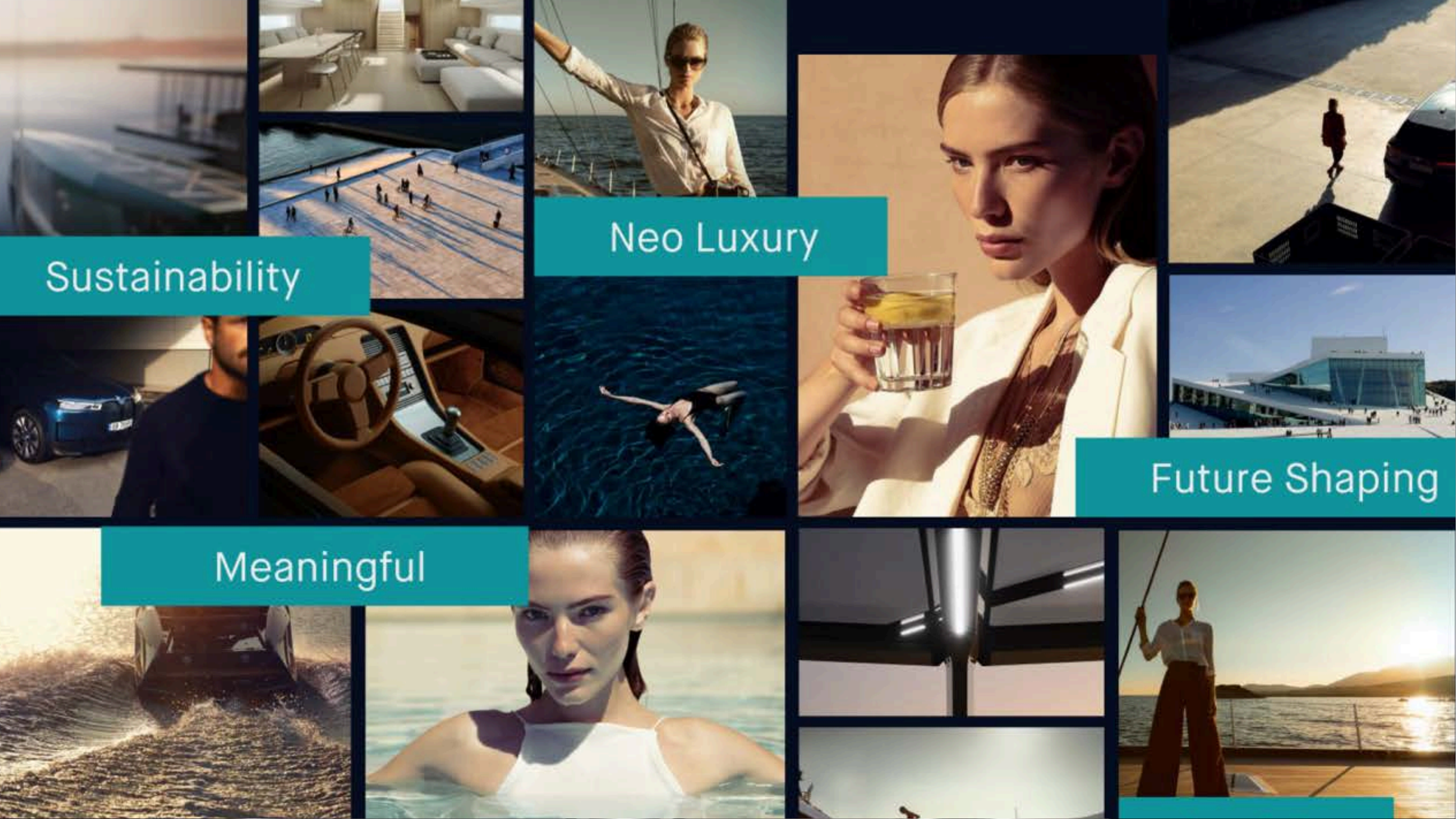


Tyde + BMW Brand Identity

for Tyde / BMW







Porsche Brand Identity + Porsche Cayenne Campaign

Kapacht/DDB

tone & manner

problem # 3:

a new
generation of

affluent
customers
with a new
attitude
towards status
and luxury
brands.

uncompromising

authentic

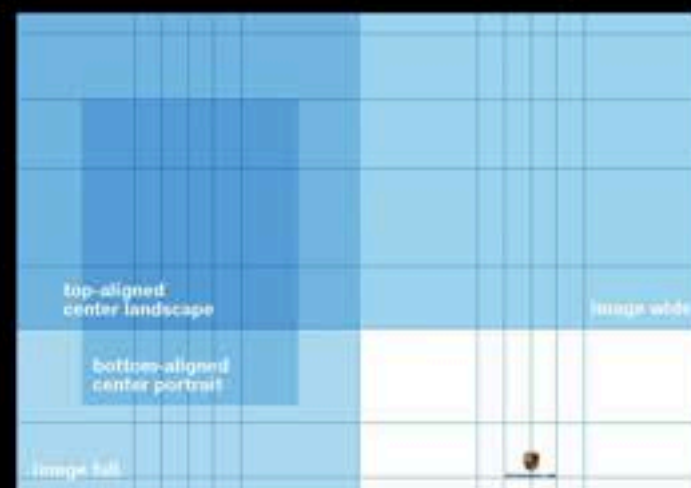
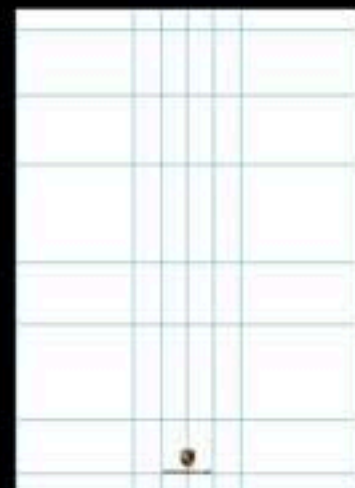
products &
services

picture style

passionate

unique

layout toolbox portrait & landscape



porsche next

- franklin gothic reinvented
- powerful
- bold
- self-confident
- unique

headline font

porsche next bold condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#+-:;
zuffenhausen porsche cayenne

copy font

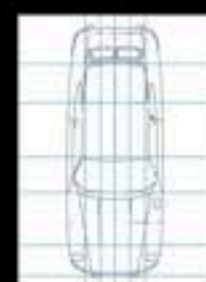
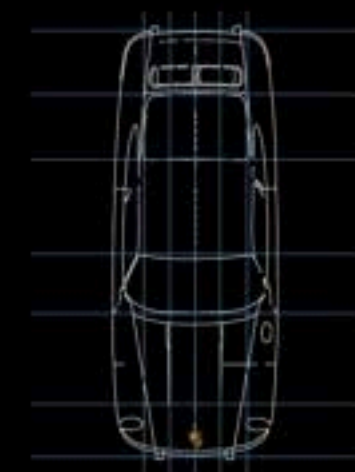
porsche next light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789#+-:;
zuffenhausen porsche cayenne

Powerful
Unique
Reinvented

Endi iunditibusda
dolent iustatenuque.

layout & grid





For most people, building a sports car that can go off road was too radical. For us it wasn't radical enough.

volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eumthia i nonseusit dolo quam nevem cusamentur neCpter ur?

The new Cayenne C.

SUV reinvented.



Porsche 911 2.0 Coupé. You do not need more words to describe the undescrivable.

Endi lundibusa doloit lautatemque rem picium volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eum nonseusit dolo quam nevem cusamentur? Optur? Esed min pa quaeperovid mintwunt escla dis alique itaqeo dpciu ritam et iliquatem qui ipsum simus explaborem. Ximagram itat vmolectur, et pilatet.



The less compromises you make, the more room you have for improvement.

volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eumthia i nonseusit dolo quam nevem cusamentur neCpter ur?

The Panamera. Courage changes everything.



1969 was an important year for mankind. No, not because of the moon landing.

volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eumthia i nonseusit dolo quam nevem cusamentur neCpter ur?

The 917K.

The greatest sports car ever built.



Zuffenhausen, it's German for: "That is f*** unbelievable."

Endi lundibusa doloit lautatemque rem picium volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eum nonseusit dolo quam nevem cusamentur? Optur? Esed min pa quaeperovid mintwunt escla dis alique itaqeo dpciu ritam et iliquatem qui ipsum simus explaborem. Ximagram itat vmolectur, et pilatet.



Sometimes you win, sometimes you learn.

Endi lundibusa doloit lautatemque rem picium volume re, ut voluptas ipi, tection sequam que que estatid vheclit, officendi aut onepel modat quuo quodip scidendilla sus aemus, que magnimus eum nonseusit dolo quam nevem cusamentur? Optur? Esed min pa quaeperovid mintwunt escla dis alique itaqeo dpciu ritam et iliquatem qui ipsum simus explaborem. Ximagram itat vmolectur, et pilatet: num vellecur am doluptas et anihita coneros is et nehem fugim eum rest, aramet eis sus. Od na perupta essinum qui unt offio te alla wum simus expla.

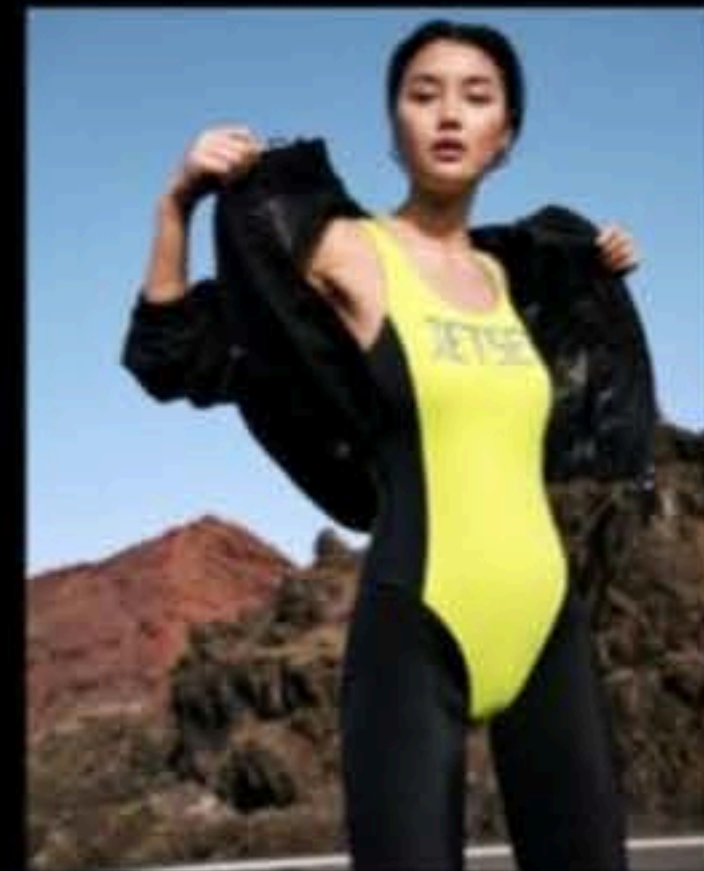
Thank you, Le Mans 2014.



BMW 4 Series

Monks

BMW i4 – MOOD DEFY THE EDGES

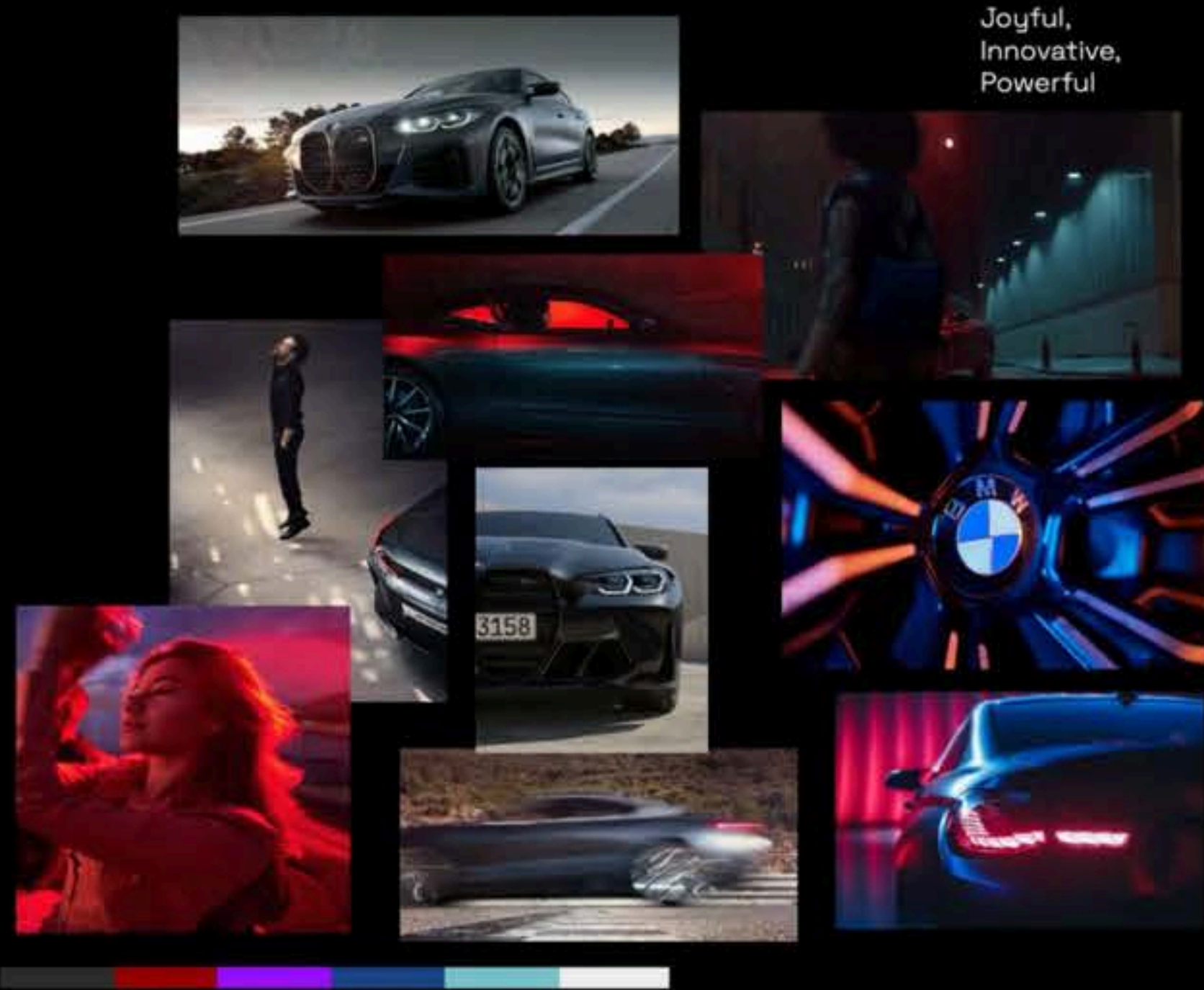


BMW i4 THE ELECTRIC EDGE

We highlight the **Plug & Charge** feature by displaying the charger floating towards the charging port of the i4 - totally attracted by the magnetic aura.

- Additional product highlights:
- Dravit grey metallic exterior paint.
 - 19" Aero wheels.
 - M Performance Sports Seats.
 - New Kidney geometry.
 - New headlight design.
 - VIDEO AR on CID & Combination.
 - New steering wheel design.
 - Air outlets with new geometry.

PHOTOSHOOT / SoMe

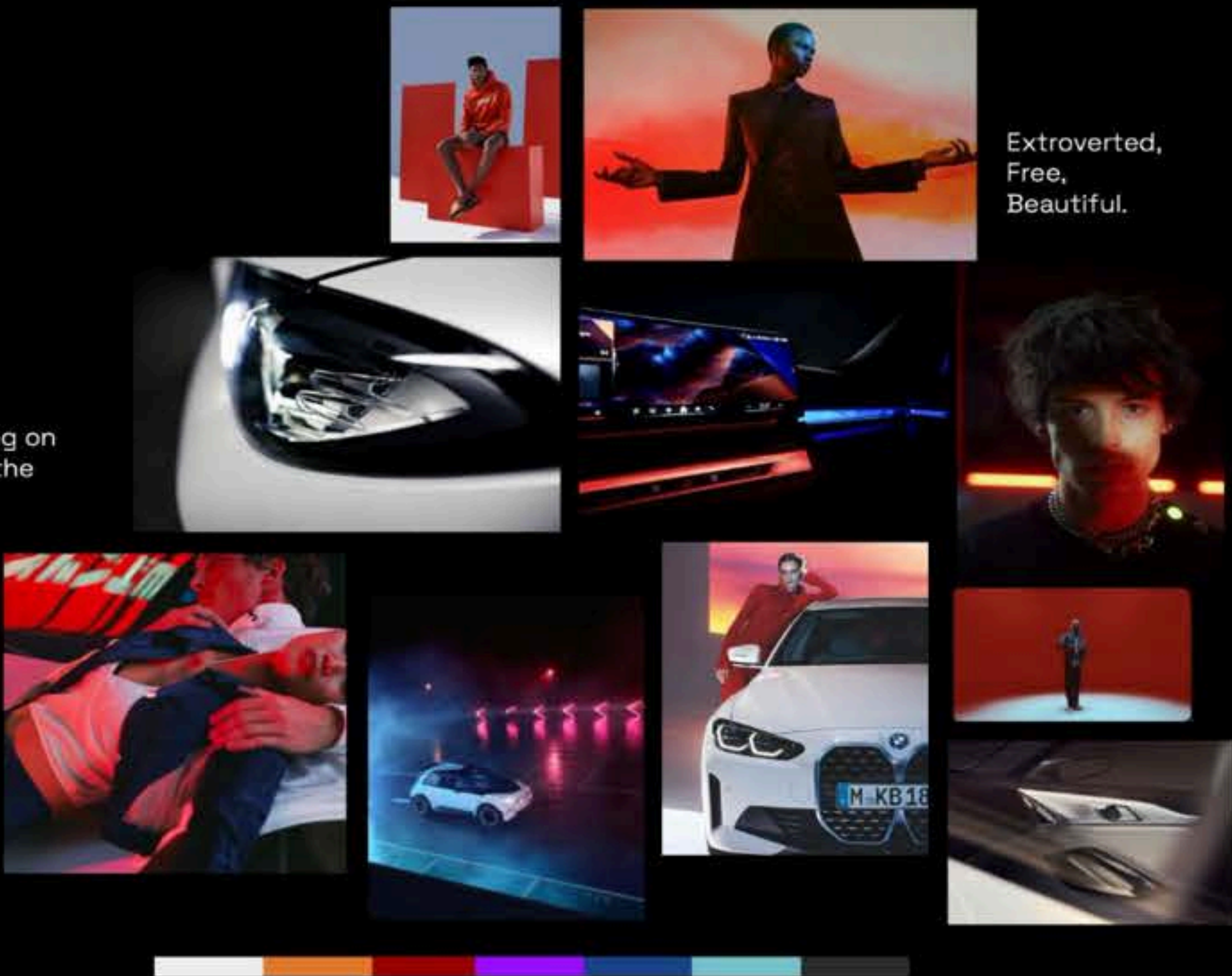


BMW 4 CABRIO THE OPEN EDGE

We highlight the **New Headlight Design** by focusing on the reflection created by the magnetic force on the feature.

- Additional product highlights:
- Mineral White exterior paint
 - Leather Mokka Sport Seats
 - 1038i 19" wheels
 - New Kidney geometry
 - VIDEO AR on CID & Combination
 - New steering wheel design
 - Air outlets with new geometry

PHOTOSHOOT / SoMe

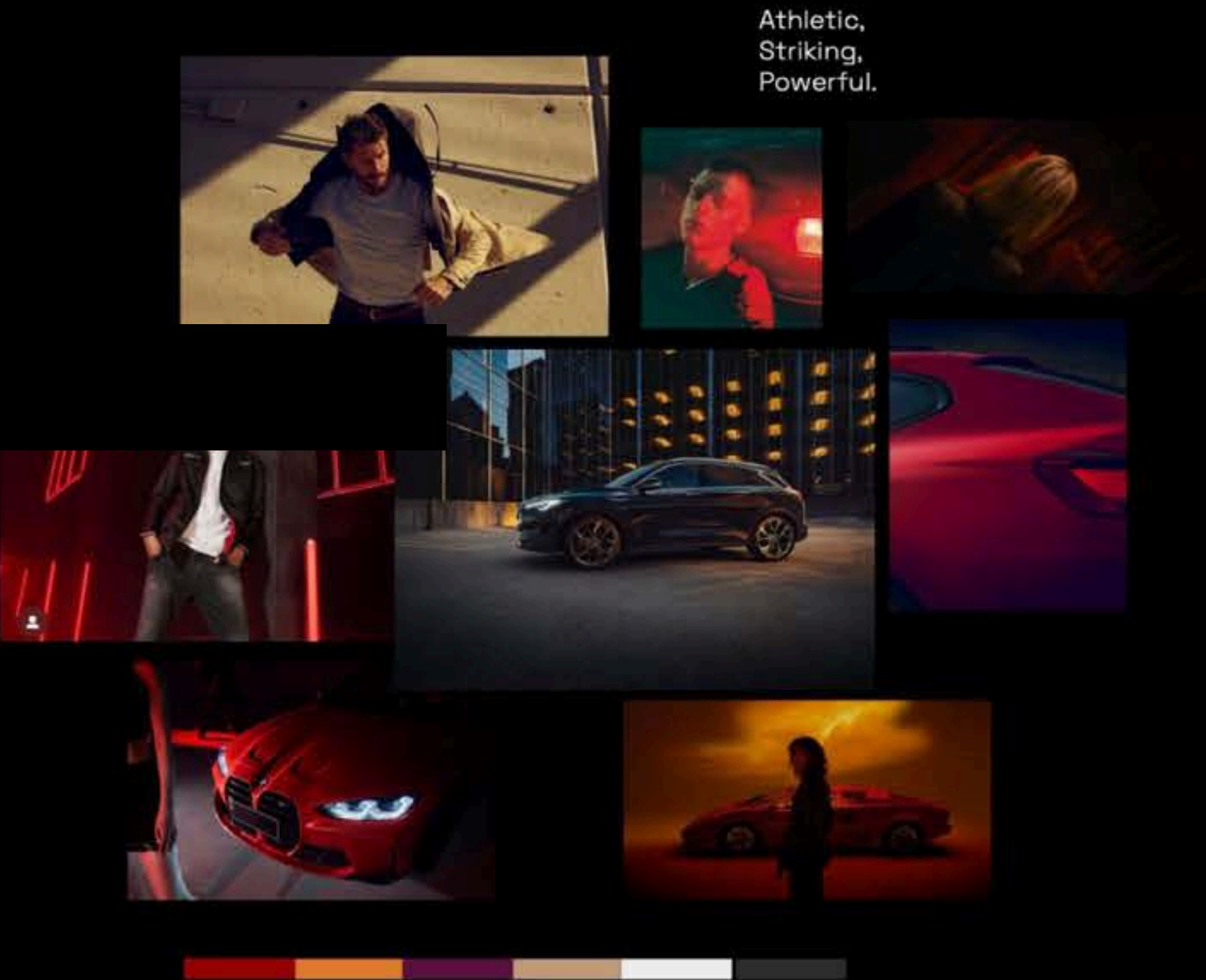


BMW 4 COUPÉ THE SPORTY EDGE

We highlight the **Fire Red Exterior Paint** in a bleak surrounding almost flashing the lens with color and defying the environment.

- Additional product highlights:
- 19" Bi-colour wheels.
 - Leather Vernasca Red Sports Seats.
 - Carbon roof.
 - New Kidney geometry.
 - New headlight design.
 - VIDEO AR on CID & Combination.
 - New steering wheel design.
 - Air outlets with new geometry.

PHOTOSHOOT / SoMe

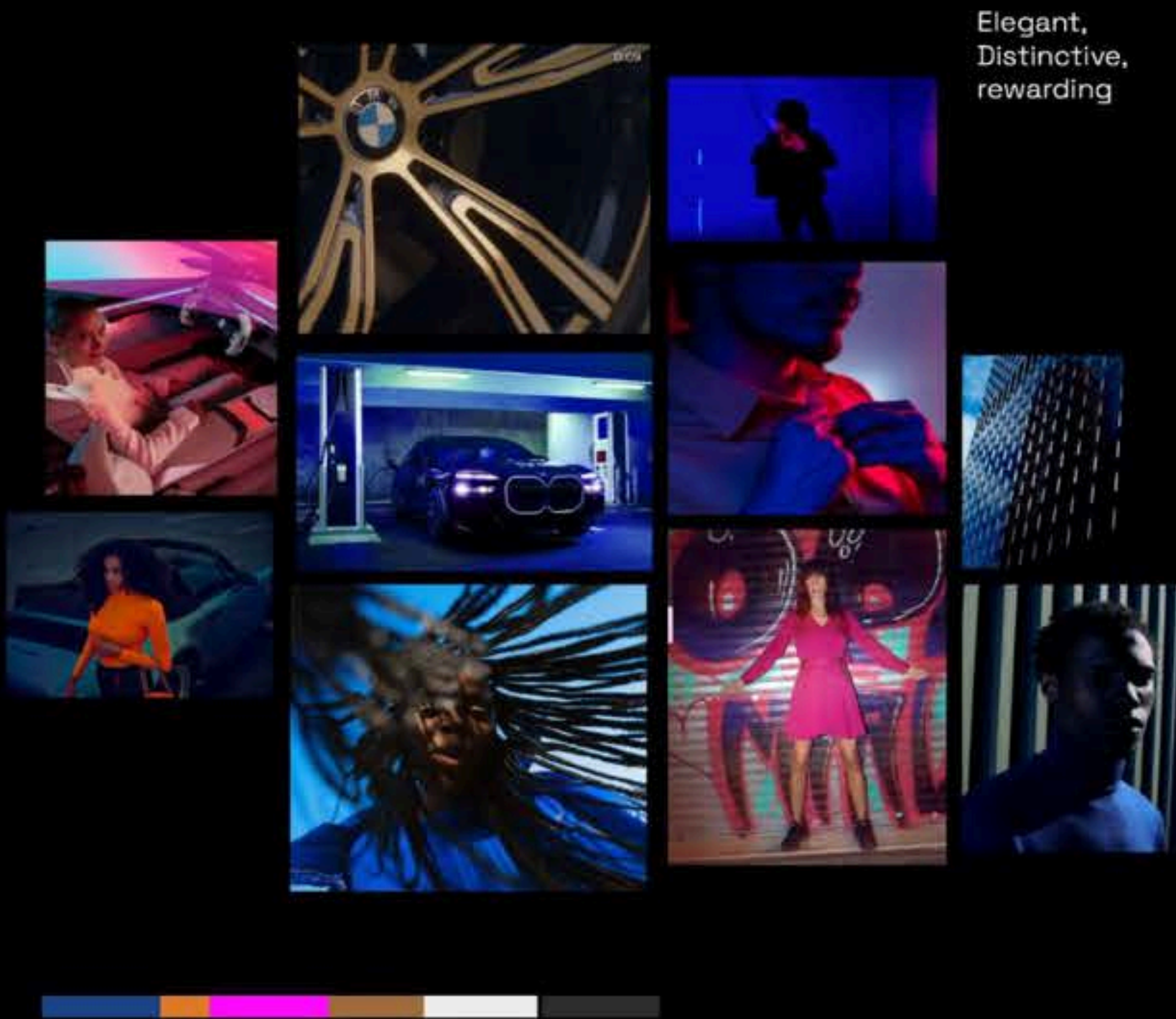


BMW 4 GRAN COUPÉ THE STYLISH EDGE

"See eclectic in a new light."
- New headlight design

- Other Product highlights:
- Tansanit Blue met. exterior paint
 - 862i 20" wheels
 - Full Merino Leather Ivory White Sports Seats
 - New Kidney geometry
 - VIDEO AR on CID & Combination
 - New steering wheel design
 - Plug & Charge
 - Air outlets with new geometry

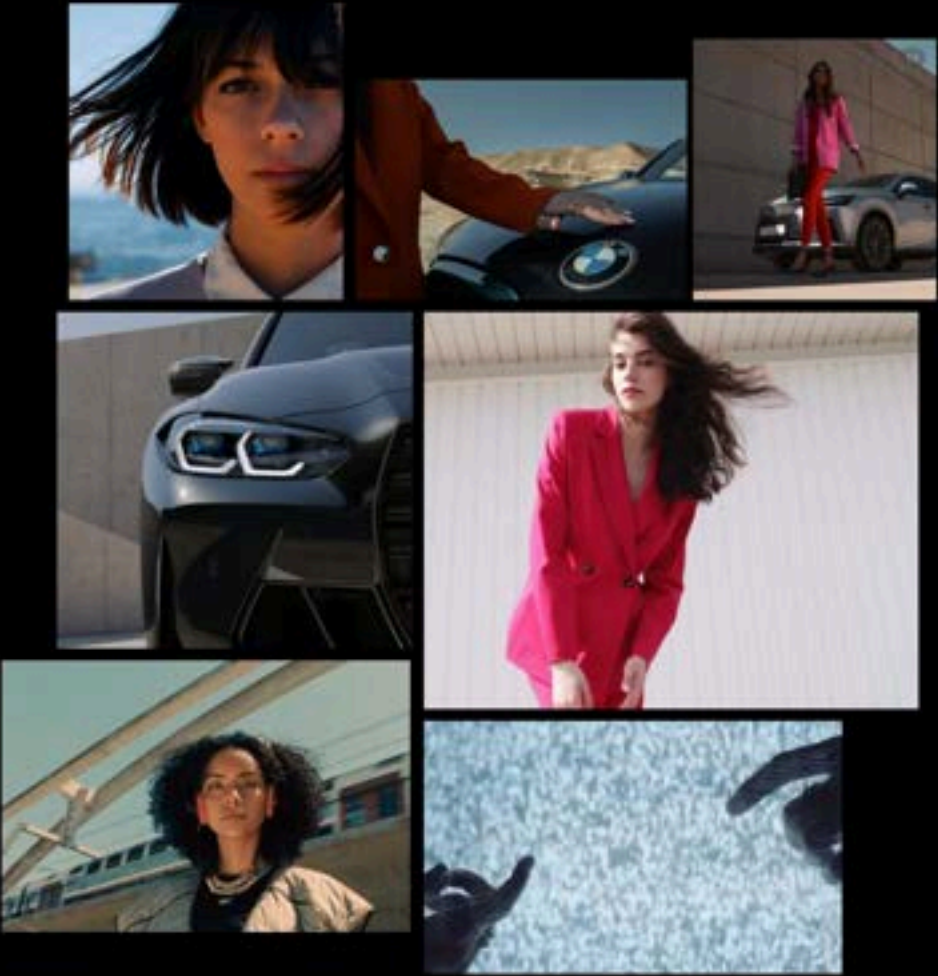
PHOTOSHOOT / SoMe



BMW i4 – FILM

THE 4 STAGES OF THE EDGE

1/5



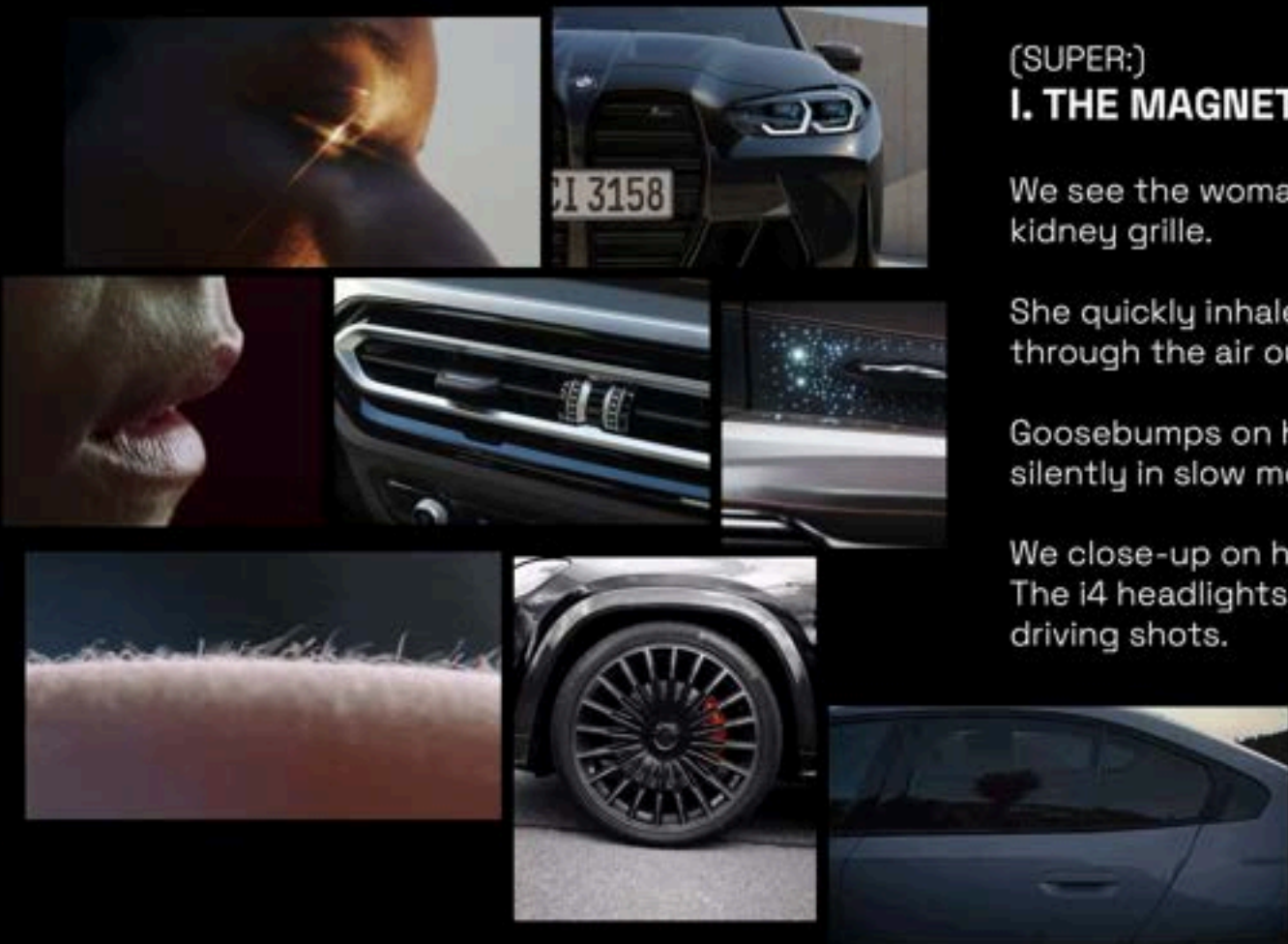
We open on a woman standing by the i4. We see separate parts of the woman and the car on screen, showing how cool and captivating they are. Close-ups of the woman looking into the camera and the i4 headlights are shown.

Quick cuts show her outfit matching different shots of the i4's shape and design.

The woman touches the i4 and feels a connection.

Note: Throughout the film we will see fast driving shots of the i4.

2/5



(SUPER:)
I. THE MAGNETIC START

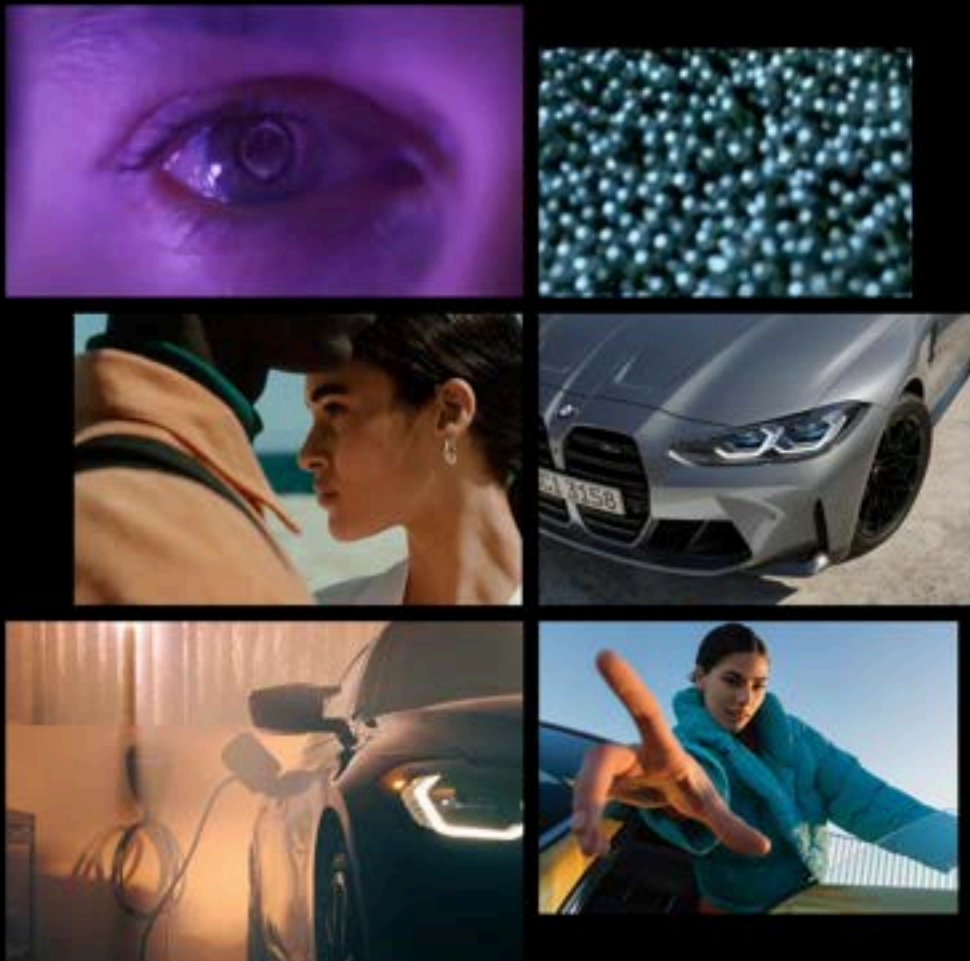
We see the woman's eye shining combined with the i4 kidney grille.

She quickly inhales, and we see the air particles move through the air outlet.

Goosebumps on her arm and the 19" Aero wheel spinning silently in slow motion.

We close-up on her face to see the magnetism has begun. The i4 headlights turn on followed by a quick series of driving shots.

3/5



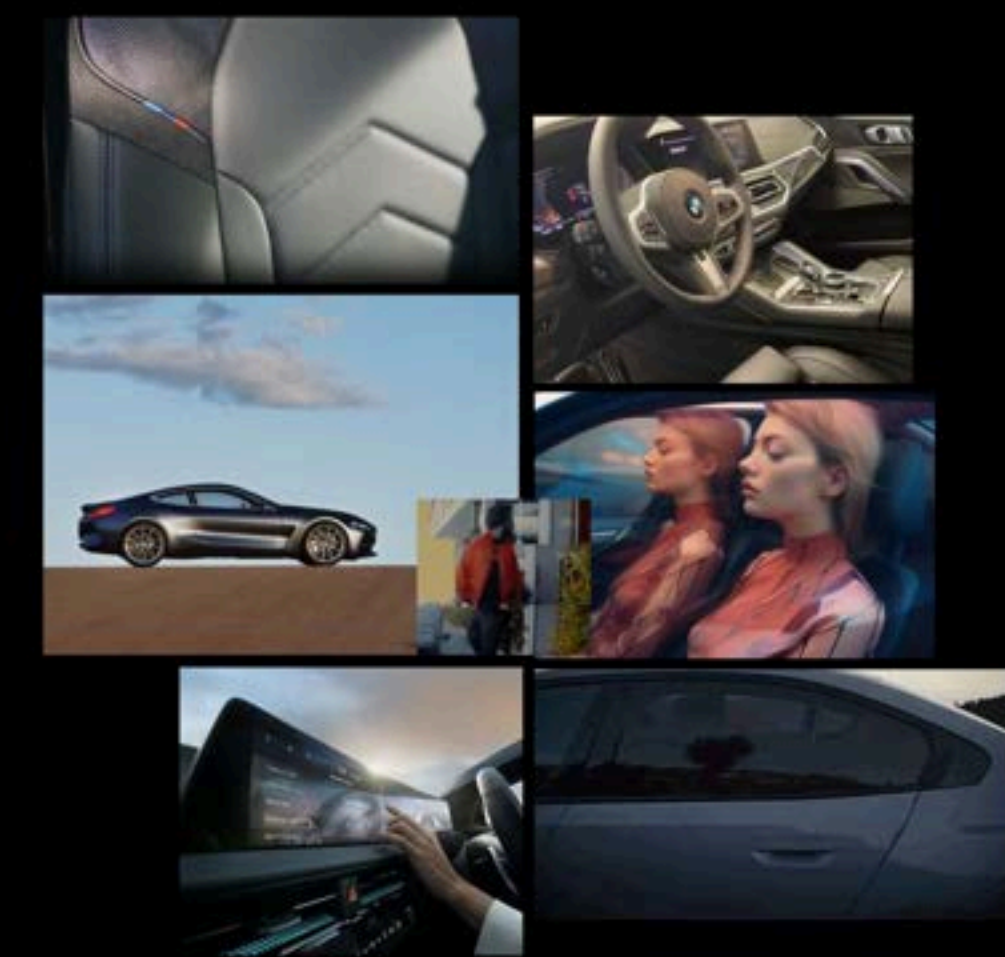
(SUPER:)
II. THE SPARK

We zoom out of a tesla plasma coil giving off **electricity** projected into her eyes, as if hypnotized with fascination.

Cut to a million balls bouncing to an elevated heartbeat pounding faster and faster.

Quick shot of the i4 charging. **We see the i4 battery becoming electrified.**

4/5



(SUPER:)
III. THE WOW

We jump inside the i4, macro close-ups of the interior stitching of the M Performtex Sport Seating and dashboard fill the multiple frames. The woman multiplies, sitting in every seat inside the i4 as if cloned.

The scene brightens, popping with more vibrant colours.

Dynamic driving shots continue as the process nearly completes.

5/5



(SUPER:)
IV. JOYFUL POWER

Cut to the woman inside the i4 driving. She appears **fully-energised**, beaming with a joyful electric force, as does the i4.

She looks ahead and a daring grin starts to form on her face. She hits the pedal to the metal and leaves the camera behind.

(SUPER:)
EXPERIENCE THE EDGE EFFECT.

Driving packshot of the i4.

The new i4.

(BMW logo)

Yes, I ROBOT

AI Visuals









Cars in Spatial Design

AUDI, BMW, KIA, VW, Hyundai, MAN, Neoplan, Volvo
working for Uniplan, Mutabor Design, HartmannvonSiebenthal, Bluescope, KMS Team, Jacaranda

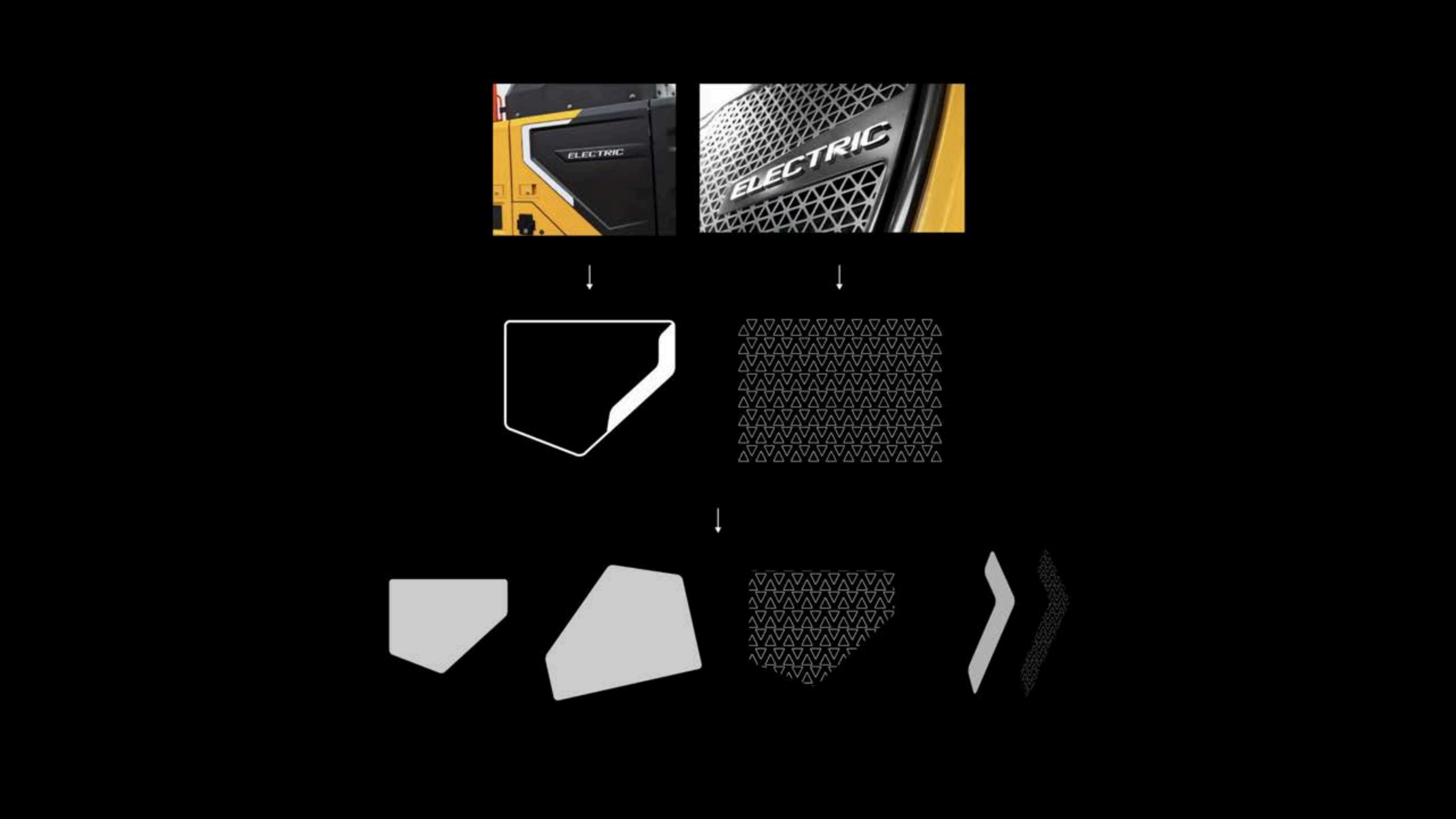
Hyundai Dealer Conferences, BMW 7er Event, Audi 100 years, Audi A1 Campaign, Audi Q3, Audi Dealer Conference, Audi Shop, Audi IAA, Audi Formula E, Audi FC Bayern Basketball, Audi Kieler Woche, Audi Ski, Audi Sailing Sportkommunikation, Audi Golf Sport, Audi Ladies German Open, Audi Segel Bundesliga, Skoda Ice Hockey, Skoda Tour de France Skoda Ice Hockey, Volkswagen Dealer Conference

Hyundai Pan European Dealer Conference 2024 for Uniplan





Volvo CE
Bauma 2025
for Uniplan



BMW Group Keyvisual
for Bluescope

OUR IMPACT
FOR THE
FUTURE

BMW GROUP PREVIEW
2023

BMW
GROUP





Andrea Wald
BRAND DIRECTOR,
AI VISUAL DIRECTOR

+49 1797010632

a.wald@waldbranding.com

Hello there,

- As a freelance Creative Director of multimedia brand experiences working in **advertising and brand building for 18+ years**, I am focussed on **bold, high-impact and user-centric solutions**.
- I specialize in transforming initial client briefs into innovative concepts and overseeing their journey to final production, ensuring every detail reflects creative excellence.
- Passionate about pushing boundaries, I actively pursue opportunities to innovate, challenge norms, and deliver impactful results.
- Throughout my career I've built and managed **international teams in-house and at agencies** to build brands and brand experiences with trust, efficiency and transparency.
- Whether working **with startups or global corporations, agencies or direct clients**, I can take the lead on any project, seamlessly integrate into any team, or provide support with a flexible, on-demand team.

This is what my clients say...

“Andrea is a one of a kind world-class brand designer, I have ever worked with in my 20 years on board- and c-level projects for small and large projects internationally. She has profound professional experience and extraordinary design skills. She always delivers best-in-class work no matter what domain or segment.”

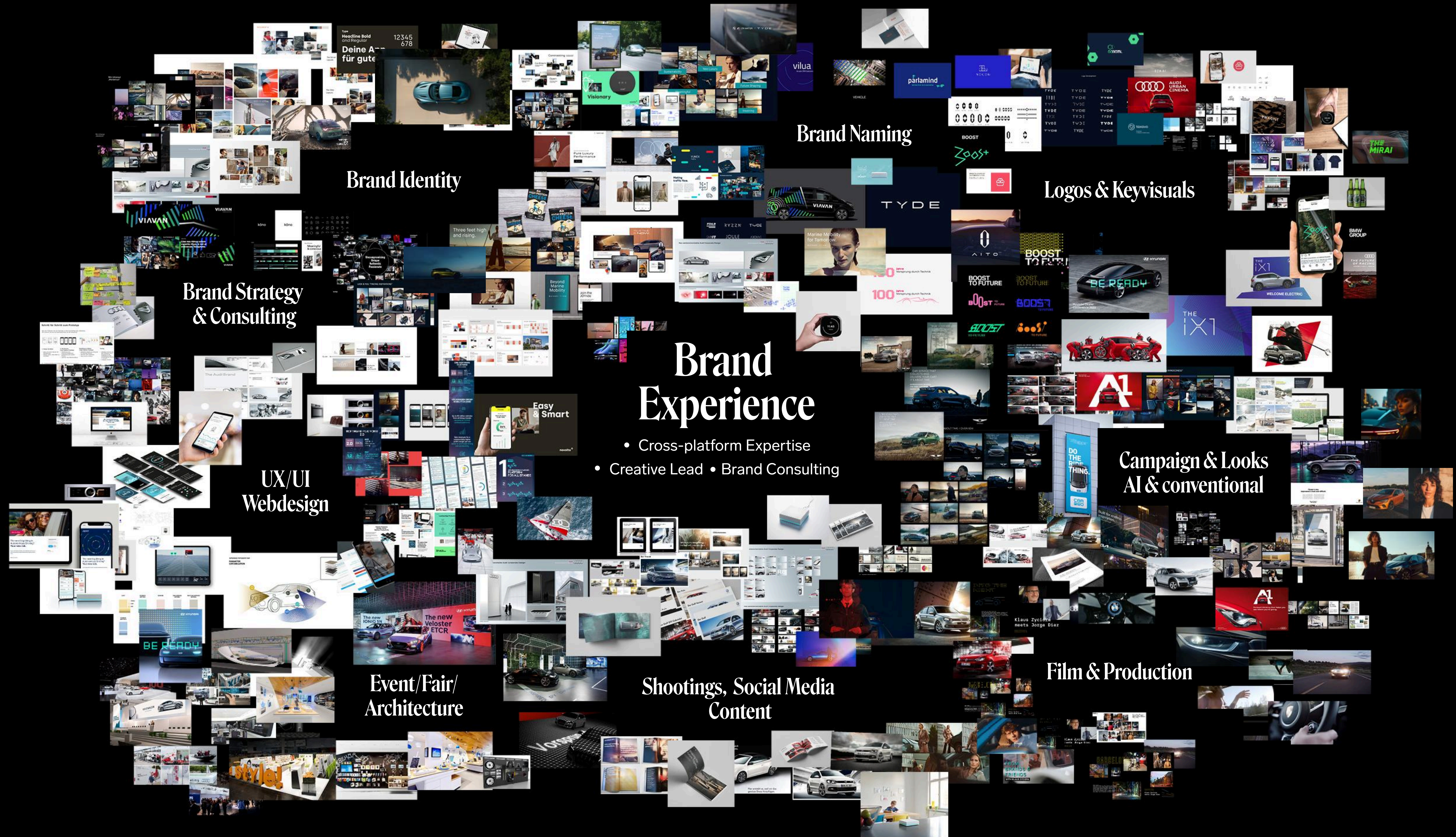
*Vanessa Schmoranzer, Partner,
Diconium (Volkswagen Group)*

“Andrea is an exceptional designer. She combines pragmatism with conceptual excellence. She has one of the best design handwritings and brings topics forward. For us, she is one of us. Andrea is always a safe bet.”

*Susanne Plümecke,
European COO, Innocean*

Spectrum

Brand Identity	Design
Brand Strategy	Production
Brand Consulting	Shootings
Keyvisuals	Prompt Design
Type Design	Key Messaging
Brand Architecture	Integrated Ad
Brand Naming	Campaigns
Communication	Social Media
Design	Concept
Look & Feels	Employer Branding
Gen Ai & Visual AI	Information Design
Brand Experience	Manuals/
Campaigns	Guidelines
Website Design	Signage
Digital Products /	Location Scouting
UX/UI	POS
Illustration Design	Exhibition



Brand Identity

Brand Naming

Logos & Keyvisuals

Brand Strategy
& Consulting

Brand
Experience

- Cross-platform Expertise
- Creative Lead • Brand Consulting

UX/UI
Webdesign

Campaign & Looks
AI & conventional

Event/Fair/
Architecture

Shootings, Social Media
Content

Film & Production

FOR YOUR EYES ONLY

www.waldbranding.com

Andrea Wald

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+491797010632

a.wald@waldbranding.com