



PRESS RELEASE

Peter Schmidt Group is Germany's best-selling brand and design agency

Even in the midst of a pandemic, Peter Schmidt Group has successfully defended its leading position as Germany's number one brand and design agency. With a total sales volume of 20.7 million euros in 2020, the agency remains at the top of current rankings compiled by the trade publications PAGE, W&V and HORIZONT – far ahead of the competition. The second-place agency posted sales of 17.3 million euros.

When ranking Germany's largest brand and design agencies, the magazines focused exclusively on the share of the CD/CI business, while disciplines such as consumer branding were not taken into account. For this reason there are deviations from the objectively ascertainable total sales in the analysis. According to the rankings published by PAGE and W&V, Peter Schmidt Group held on to its second-place ranking from last year.

Peter Schmidt Group's approach to empathetic brand management differentiates it from the competition. Managing partner Lukas Cottrell explains, "People expect brands to respond to their individual needs, to adapt and to exhibit empathy. This requires companies to re-think their brand management." As a partner for positive change, the agency helps guides companies through this process and delivers effective, made-to-measure solutions. Thanks to this successful approach, the agency not only survived the difficult year 2020 but was even able to secure attractive new accounts. First and foremost among them is the Nivea brand, for which Peter Schmidt Group is now the international lead design agency. Managing director Ruediger Goetz said, "The consistent combination of corporate and consumer branding sets us apart from our competitors in the market. This is a decisive selection criterion in our favor, especially for clients like Nivea."

Peter Schmidt Group is part of the BBDO Group Germany agency network. More than 200 employees at offices in Hamburg, Frankfurt, Munich, Düsseldorf and Tokyo combine meaningful ideas with a passion for good design to create solutions that are immediately effective and fun to use. The agency's clients include Deutsche Bahn, Mercedes-Benz, Henkel, Linde, Shiseido and Postbank.

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