

**MANNN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**



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**BOUTIQUE BRAND ARCHITECTS**

**THE NEXT GREAT BRANDS WILL NOT BE BUILT BY ALGORITHMS. THEY WILL BE SHAPED BY INTUITION, TASTE, EMOTIONAL RESONANCE, AND CULTURAL AWARENESS.**

**WE STEP IN AT DEFINING MOMENTS: REPOSITIONING, CATEGORY ENTRY, BRAND EVOLUTION, FUNDING STAGES, AND NEW CHAPTERS OF GROWTH.**

**MANNNN<sup>®</sup> SERVES VISIONARY FOUNDERS, BOLD CMOS, AND GLOBAL BRAND LEADERS — WE TURN THEIR VISION INTO IMPACT AND HELP THEM MOVE FROM PRESENCE TO INFLUENCE.**

**WE BECOME THE STRATEGIC PARTNER OF YOUR BRAND — WHERE MEANING IS SHAPED AND IDENTITY BECOMES AN ADVANTAGE.**

**MANNN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**

**MANNNN<sup>®</sup> BOUTIQUE BRAND ARCHITECTS IS AN  
UNMATCHED ALLIANCE ROOTED IN GLOBAL CULTURE.  
WITH FIFTY YEARS OF COMBINED CRAFT — ONE  
BUILDING BRANDS THAT MOVE CULTURE, ONE  
DESIGNING & CAPTURING THE IMAGES THAT DEFINE  
IT. TOGETHER, WE'VE SHAPED ICONS FROM RED BULL  
AND BLACK DIAMOND TO NIKE AND MERCEDES-BENZ.  
WE DON'T ADD EXPERIENCE, WE MULTIPLY IMPACT.**

**MANN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**

**WE GIVE YOU A NARRATIVE PEOPLE FEEL —  
NOT ONE YOU HAVE TO TELL.**

**WE GIVE YOU A VISUAL WORLD CONSUMERS  
REMEMBER — ICONIC, OWNABLE, IMPOSSIBLE  
TO IGNORE.**

**WE GIVE YOU A STRATEGY BUILT ON CULTURAL  
TENSION — THE ONE SPACE IN THE MARKET  
ONLY YOU CAN OWN.**

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**BOUTIQUE BRAND ARCHITECTS**

**OLIVER HOLZMANN**  
**GLOBAL BRAND STRATEGIST.**  
**MARKET DISRUPTOR.**

OLIVER IDENTIFIES THE TENSION A BRAND WILL OWN — AND BUILDS THE ENTIRE COMMERCIAL AND NARRATIVE ENGINE AROUND IT. HE SHAPED RED BULL'S GLOBAL MARKETING ECOSYSTEM AND DROVE COMMERCIAL SUCCESS ACROSS EUROPE, LATIN AMERICA, AND THE US THROUGH ATHLETE STORYTELLING, SUBCULTURE IMMERSION, AND HIGH-IMPACT COMMUNITY PLATFORMS. HE LATER LED GLOBAL MARKETING AT BLACK DIAMOND — BRIDGING ELITE PERFORMANCE WITH PURPOSEFUL LIFESTYLE. NOW, AS CMO OF GORILLA ENERGY, HE LEADS A CREATOR-FIRST BRAND REVOLUTION — RAW, SHARP, CULTURALLY CHARGED.

**SVEN HOFFMANN**  
**VISUAL POET.**  
**STORY ENGINEER.**

SVEN DEFINES THE SIGNATURE VISUAL MOMENT THAT A BRAND BECOMES KNOWN FOR — THE IMAGE THAT STAYS. SVEN HAS CREATED CULTURE-CHARGING BRAND MOMENTS — FROM RED BULL STRATOS AND AIR RACE TO MERCEDES-BENZ, NIKE, VANS, SONY, RIOT GAMES, AND MORE. HIS WORK SPANS FASHION, SPORT, ART, AND SUBCULTURE — ALWAYS CINEMATIC, ALWAYS HUMAN, ALWAYS TIMELESS.

**MANN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**

**SELECTED IMPACT**

**RED BULL —  
TRANSFORMED  
SUBCULTURE  
INTO GLOBAL  
CULTURE.**

**BLACK DIAMOND  
— ELEVATED ELITE  
PERFORMANCE  
INTO PURPOSEFUL  
LIFESTYLE.**

**MANN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**

**SELECTED IMPACT**

**LA MARZOCCO —  
SCALING ONE  
OF THE WORLD'S  
MOST ICONIC  
HERITAGE BRANDS  
IN PREMIUM  
ESPRESSO  
MACHINES.**

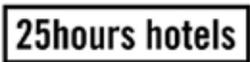
**MANN<sup>®</sup>**

**BOUTIQUE BRAND ARCHITECTS**

**SELECTED IMPACT**

**MERCEDES-BENZ,  
NIKE, VANS, SONY  
— VISUALS AND  
STORIES THAT  
LIVE BEYOND  
CAMPAIGNS.**

**MANN<sup>®</sup>**  
BOUTIQUE BRAND ARCHITECTS



# **MANNN<sup>®</sup>**

## **BOUTIQUE BRAND ARCHITECTS**

### **HOW WE WORK**

WE ARE SELECTIVE BY DESIGN, PARTNERING WITH 3–4 CLIENTS PER YEAR. OUR ENGAGEMENTS ARE TAILORED AND BEGIN IN THE MID–FIVE FIGURES, SCALING WITH AMBITION. WE CONVERT CREDIBILITY INTO CAPITAL. WE DELIVER LEGACY, NOT VOLUME.

### **THE ENTRY POINT**

IF YOU'RE ENTERING A DEFINING CHAPTER, WE BEGIN WITH A 30-DAY LEGACY SPRINT — A CONCENTRATED PERIOD OF CLARITY AND DIRECTION THAT STRENGTHENS YOUR FOUNDATION AND BUILDS YOUR BRAND'S FUTURE TRAJECTORY.

### **THIS SPRINT DELIVERS**

- YOUR CORE MARKET POSITION
- NARRATIVE & VISUAL DIRECTION
- STRATEGIC PRIORITIES & GO-TO-MARKET ROADMAP

**THIS SETS A CLEAR PLACE TO MOVE FROM —  
WITH DIRECTION, FOCUS, AND COHERENCE.**

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**LOS ANGELES · DUBAI · HAMBURG**  
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