

PAP

PORTFOLIO

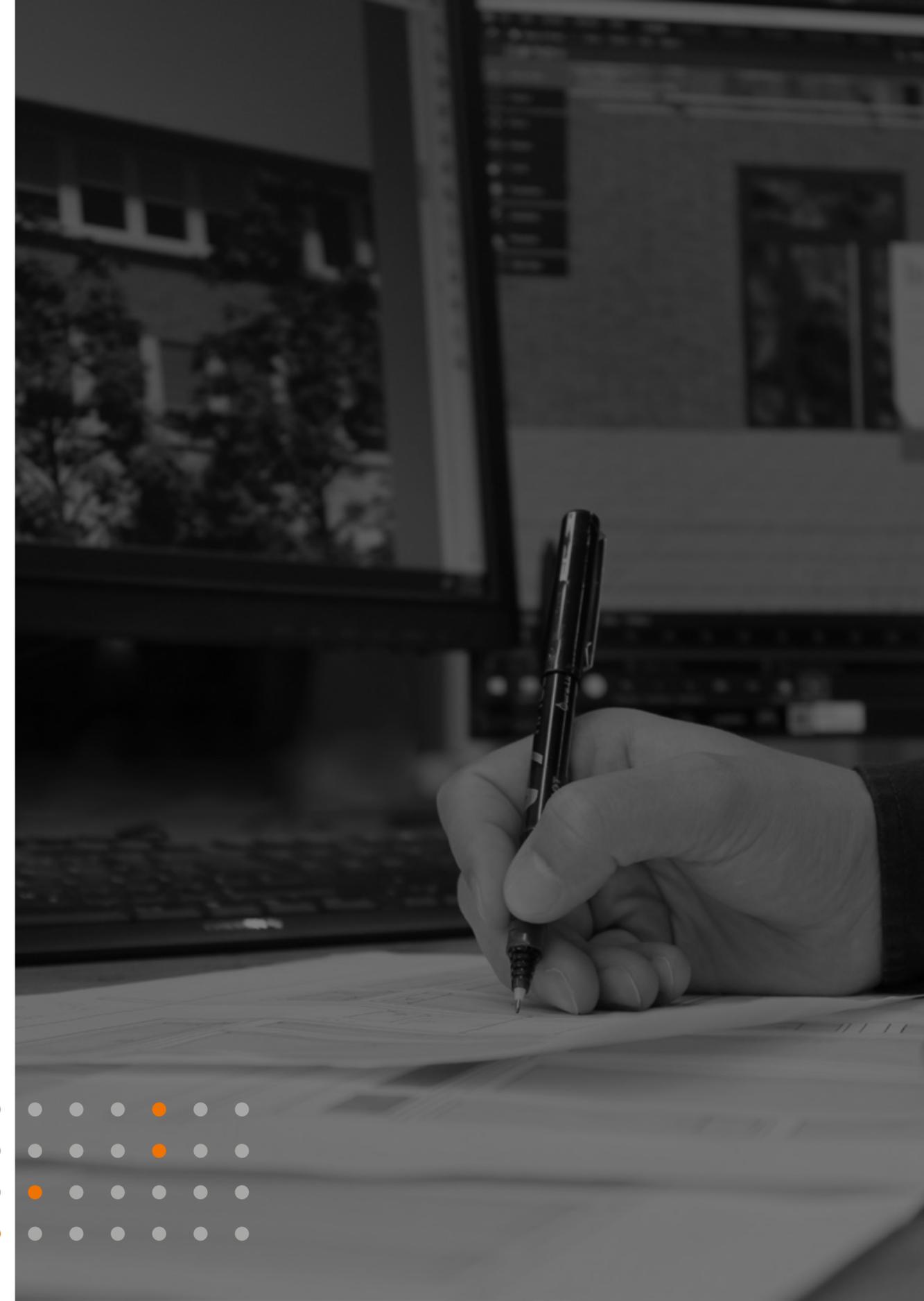
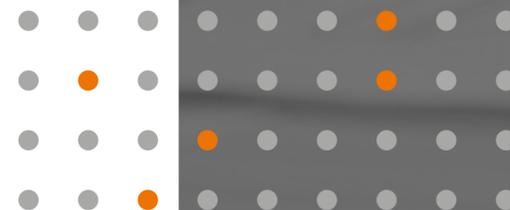
A selection of highlights from 2022
by PAP – THE BRAND



INTRO

At PAP we develop solutions for products and marketing campaigns for more than 20 years.

Our principle is to support the client on the whole way of the project development: we start from scratch and bring ideas to life.



THE PAP METHODOLOGY

Over the years we've developed our own framework, a set of methods that help us carry out our projects.

RESEARCH

- Market analysis
- Field studies
- On-site work

INVENT

- Strategic solution
- Design solution
- Technical solution

PERFORM

- Production
- Product launch
- Brand environment

RESEARCH

Whether it is a poster or a point of sales system – we start the project with proper research.

We analyze and study both real and virtual worlds to build a strong base for the project. We work as well on site, not being afraid to get our hands dirty.



INVENT

The concepts we create are based on 3 main interrelated components:

- **Strategic solution** – the core idea that ensures the best performance on the market
- **Design solution** – the functional appearance of the product
- **Technical solution** – the exact plan for production and implementation

For every case we use an individual set of tools such as gamified co-designing or high-fidelity prototyping to find a perfectly suitable way of working.



PERFORM

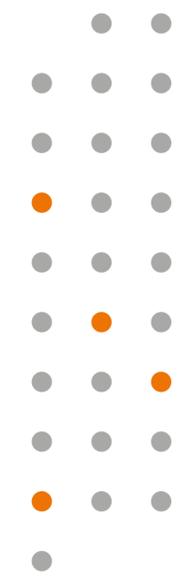
Our job does not end once we have done the designs. For the product, it's only the beginning.

We take care of the product's whole production, quality control, and delivery process before its performance and final results.

We integrate the new products to their existing brand environment, as well as build new environments to launch the products.

The result of our work is a complete experience from A to Z, from the first brief to the client's smile.





SOLUTIONS

OMEGA

We are proud to be OMEGA Watches' leading agency on the German market for the past 15 years.

Since we started working with OMEGA we carried out more than 50 campaigns together, featuring great events such as the Olympic Games, James Bond premiers and Moonlanding anniversaries.



OMEGA

PAP is responsible for OMEGA's highest performance in different print and digital media, and POS locations.

A big part our work stays behind the scenes as we are not only in charge of design, but management, production and logistics.

All of the projects that we have done over the years contributed to our remarkable history with OMEGA.



AIR SNAXX

Air Snaxx & Air Drinx is a food and beverage line, available exclusively as in-flight service.

At PAP we were asked to develop the entire concept:

- Brand identity from scratch
- Communication strategy
- Product launch

This marketing campaign's key message was the emphasis on the desire to attain these products, which are only available in the sky. We transported this idea with the claim: *The Reason to Fly.*



AIR SNAXX

PAP developed the design concept for snacks and beverage packages.

The idea behind this branding was the light feeling of being above the clouds, which we transferred through the logo, stylized as a cloudy airplane trail, and the sky-inspired color palette.



BP WORKWEAR

Bierbaum Proenen is a brand of professional workwear, present on the market since 1788.

To make a big change in its marketing strategy, the company needed to have a design of their own shop-in-shop system.

To solve this, PAP worked on:

- Strategic improvement of B2C appearance
- Creation of the SIS system
- Design and build-up of stores



BP WORKWEAR

As we designed the elements of the SIS system, we were not building the stores, but building the worlds; where every detail had to fit and work.

In this complex project we designed the experiences to fit all sites and cases. We thought of the customers interacting with every single hanger, and the staff building the pieces according to the instruction kits we prepared.



BP WORKWEAR

Each piece of the SIS system was individually designed and went from the very first sketches to production, and finally to find its place at one of the BP points of sale.

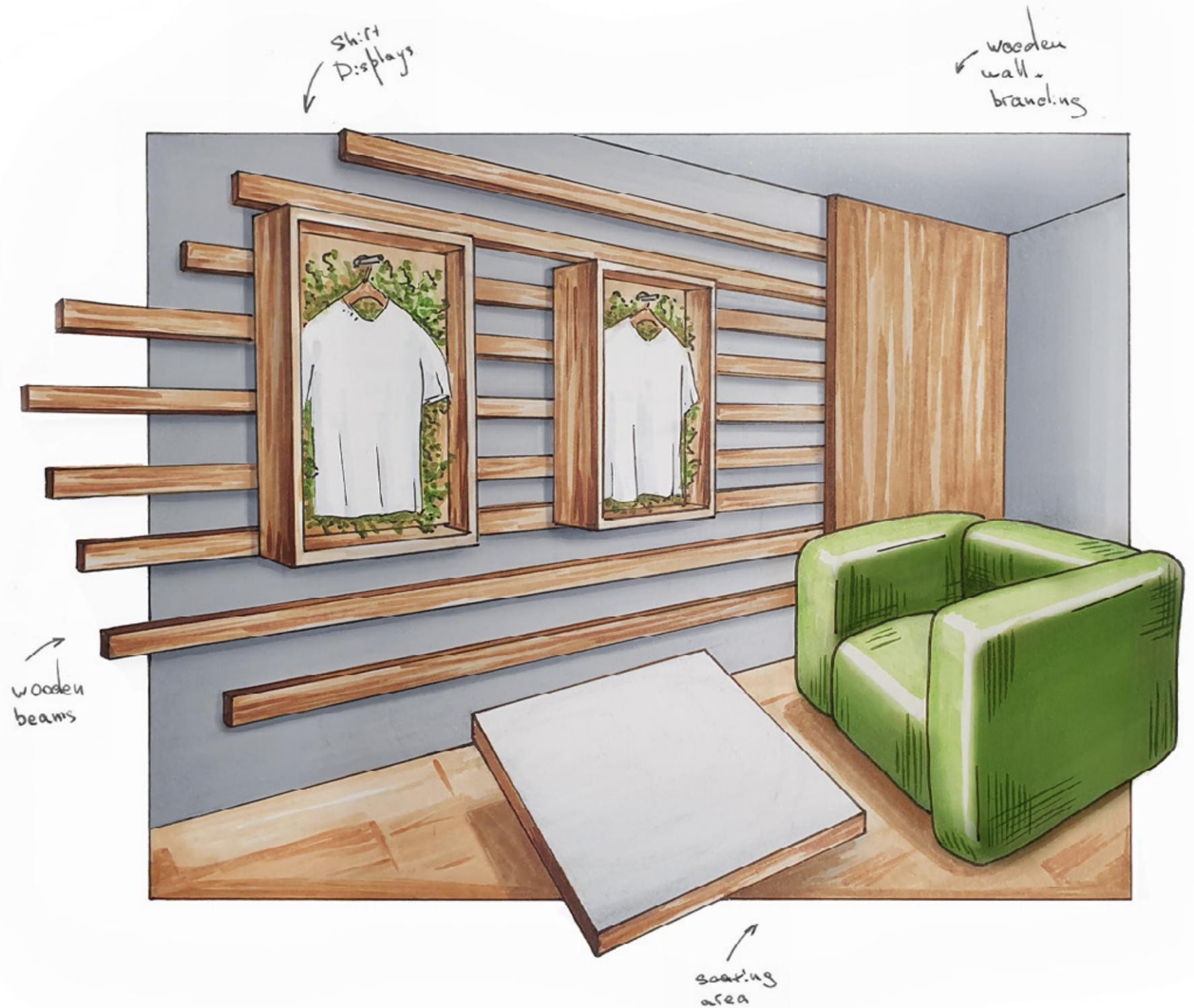
The new strong look brought the brand to a new level of communication and performance on the market.



GREEN FASHION

Today one of the most important goals for brands is moving towards sustainability.

PAP carried out a project for a fashion brand where our goal was to transport the company's environmental ideas through the headquarters' offices' new design.

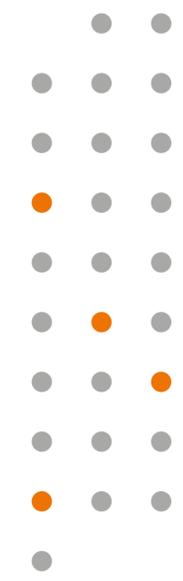


GREEN FASHION

By choosing natural colors and sustainable materials, we gave complete new look to the offices.

The design affected both employees and guests in the HQs, inspired and strengthened their stand behind the company's green values, and got positive public attention.





CONTACT

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PAP is always open for new challenging and inspiring projects. Reach out to us to discuss opportunities for our future cooperation.

Let us discover new worlds together.

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