

# PAP THE BRAND

Digital Portfolio



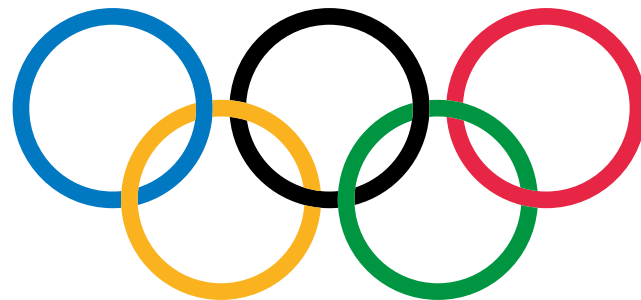


# About Us

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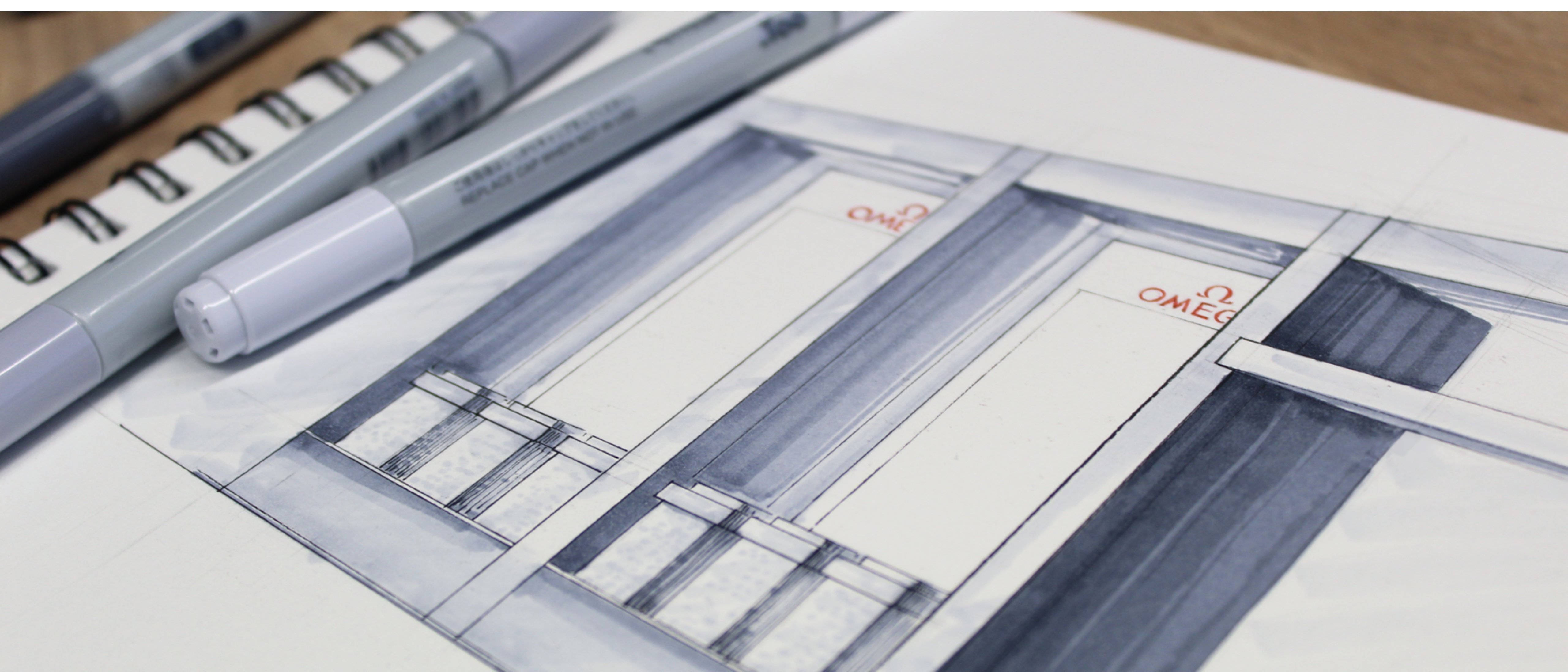
At PAP, we're known for our end-to-end project management, guiding clients from initial concept to final execution. Three-time award winner exemplifies this commitment. From the first sketch to the last screw, we work closely with the customer to deliver exceptional results, showcasing our dedication to quality and innovation every step of the way.

Ω  
OMEGA



007™





DE VILLE

*Speedmaster*

*Seamaster*

*Constellation*

OMEGA WATCHES

Throughout our collaboration with OMEGA Watches, we have successfully executed over 50 impactful campaigns. These initiatives have prominently showcased significant events such as Moonlanding anniversaries, while also featuring esteemed figures from the entertainment industry, including George Clooney, Nicole Kidman, Zöe Kravitz, Kaia Gerber, and others.



2006                      2008                      2012                      2015                      2023



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





BRINGING YOUR VISION INTO REALITY,  
FROM THE FIRST SKETCH TO THE FINAL SCREW

## BIERBAUM-PROENEN

Bierbaum-Proenen is a well-established brand of professional workwear, that has been present in the market since 1788.

To make a significant difference in its marketing strategy, PAP has designed a new shop-in-shop system that elevates BP's communication and performance to the next level. We have been working on the strategic improvement of B2C, including the design and creation of the SIS system, from initial sketches to the construction of more than 150 stores.



As we developed each element of the SIS system, we were not only creating the stores but entire worlds where every detail blends and functions together. In this complex project, we were required to design experiences that fit across all locations and cases. We considered how customers would interact with each and every hanger, and how staff members would construct the pieces using the instruction kits we had prepared.



## PRODUCT MATRIX - SIS ITEM OPTIONS



In our four-year collaboration with Bierbaum-Proenen, we've designed a spectrum of spaces, from dynamic office areas to captivating showrooms and social environments. Our goal is to translate client's visions into actual realities, blending innovative design concepts with practical solutions.



# 007™



CASINO ROYALE™

QUANTUM OF SOLACE™

SKYFALL™

SPECTRE™

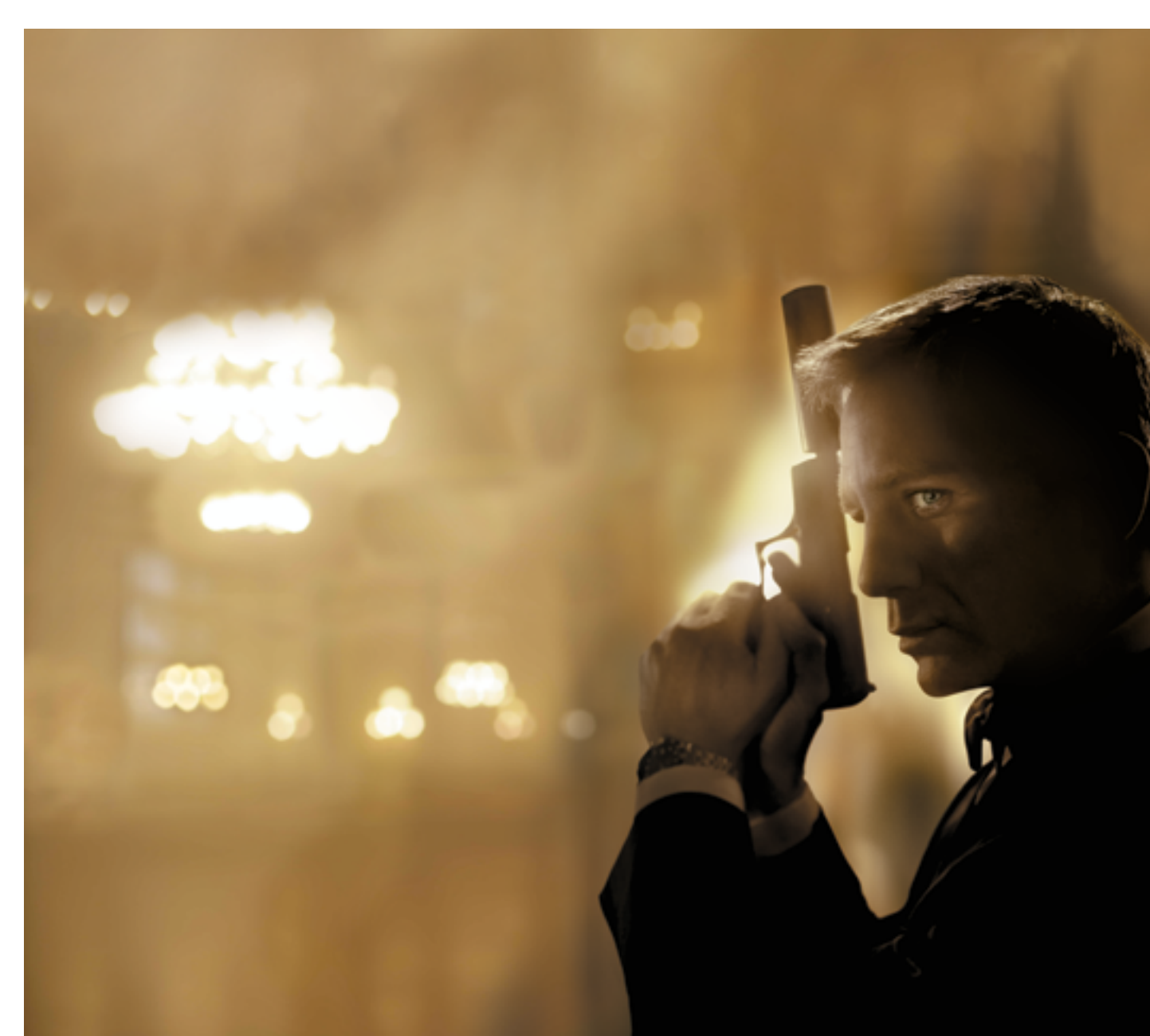
NO TIME TO DIE™

60 YEARS OF BOND™

## JAMES BOND 007

Since 2006, we've embarked on fascinating James Bond cooperative campaigns sporting OMEGA Watches featuring his distinctive charm, sophistication, and daring nature, which has captivated audiences worldwide.

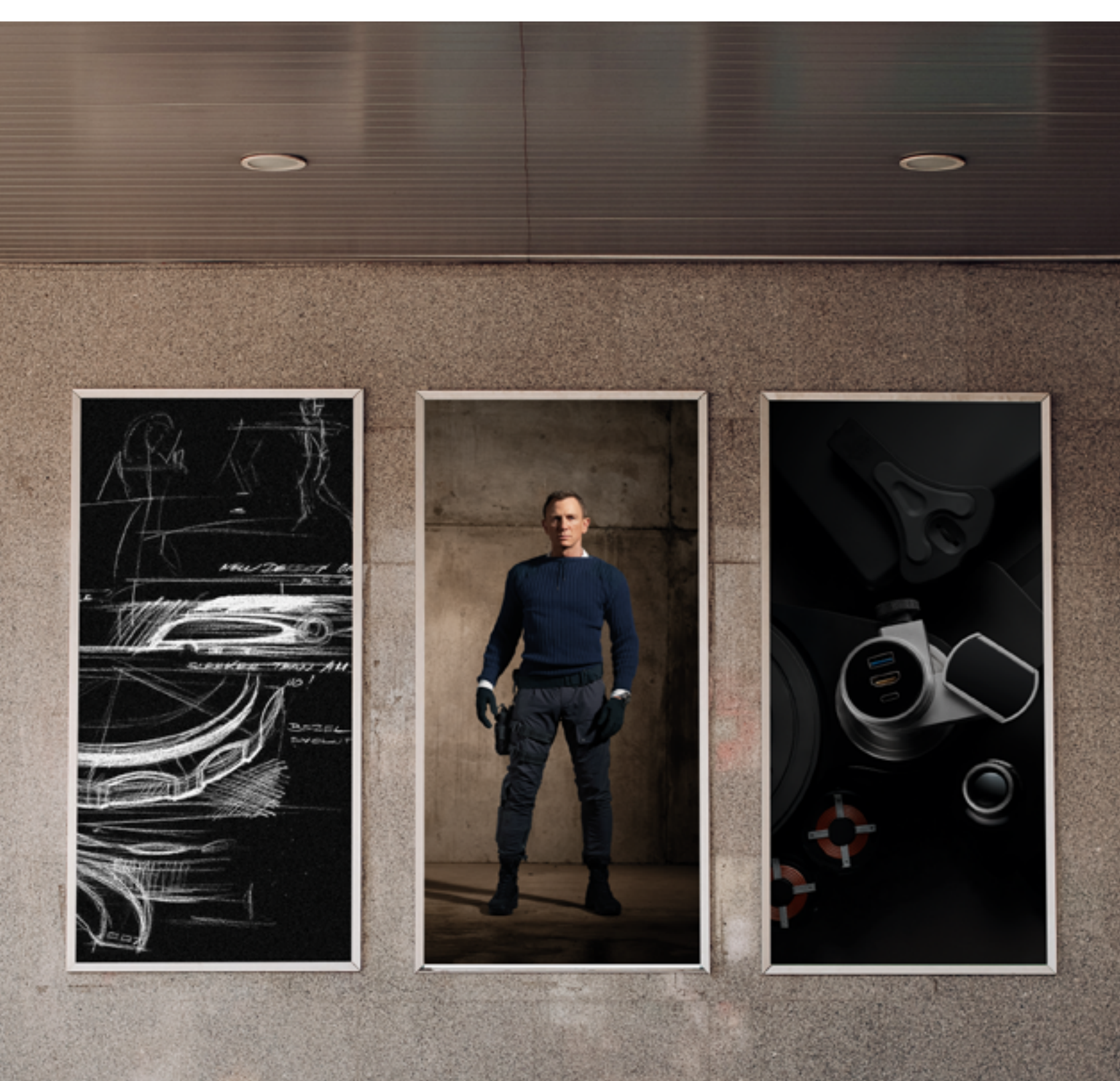
Our first collaboration campaign with Casino Royale set the stage on the German Market, followed by the Quantum of Solace in 2008, the remarkable Skyfall in 2012, and several other memorable Daniel Craig moments.

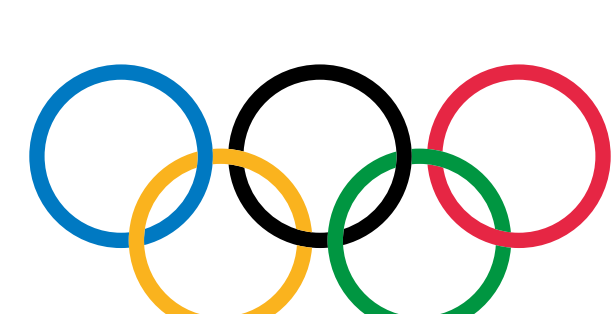


2006                      2008                      2012                      2015                      2020                      2023



Over the course of 18 years, we have had the privilege of being an integral part of this iconic project, standing alongside one of the most celebrated and enduring characters in cinematic history.

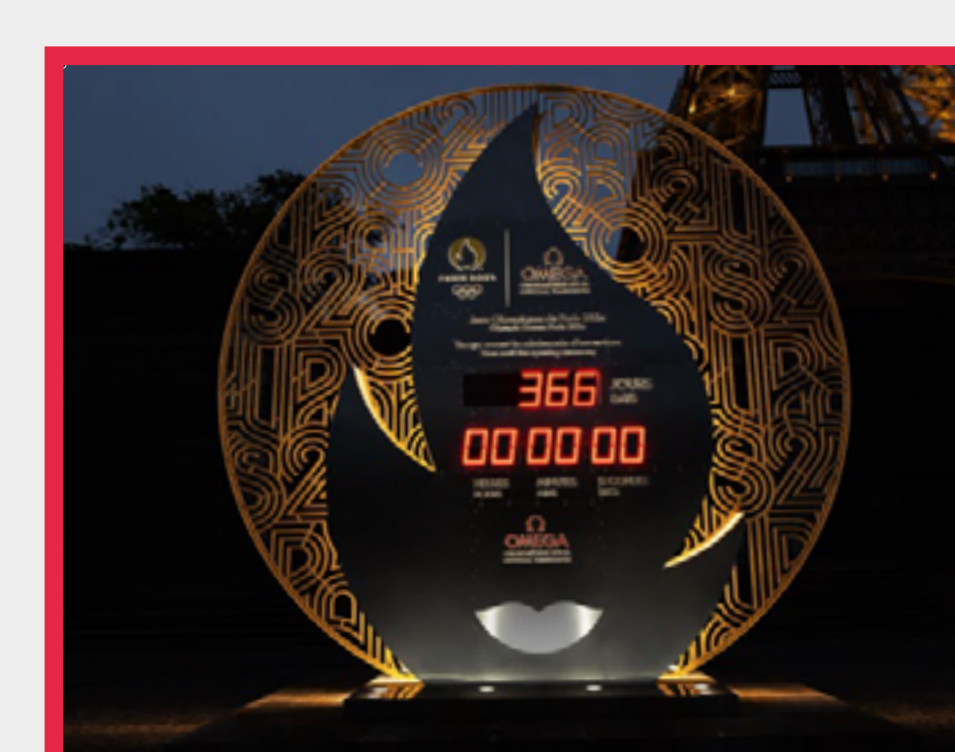
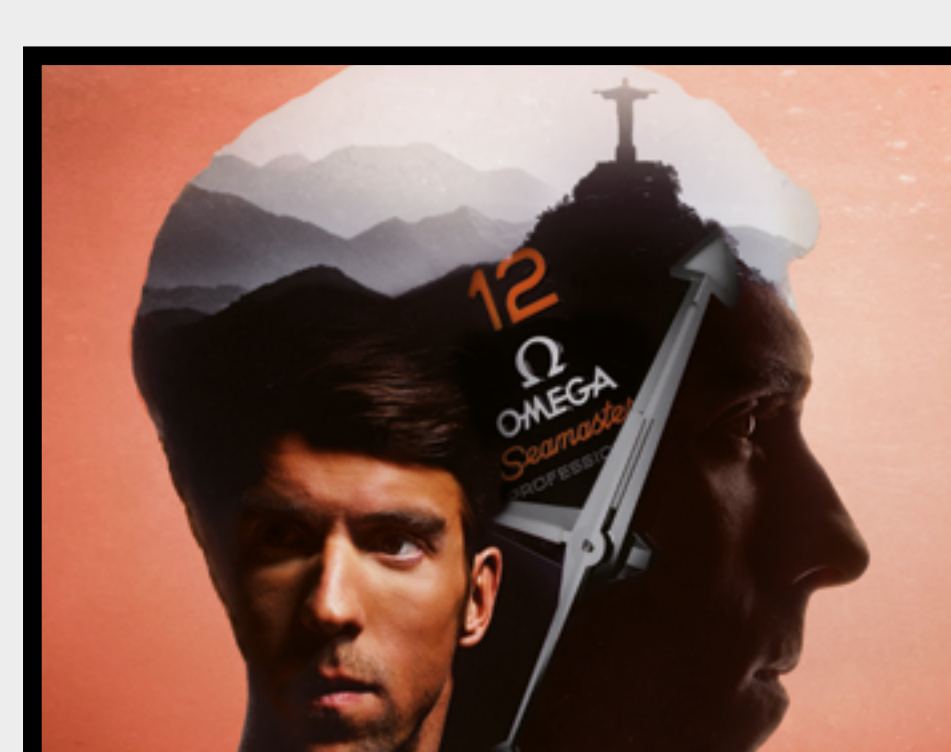
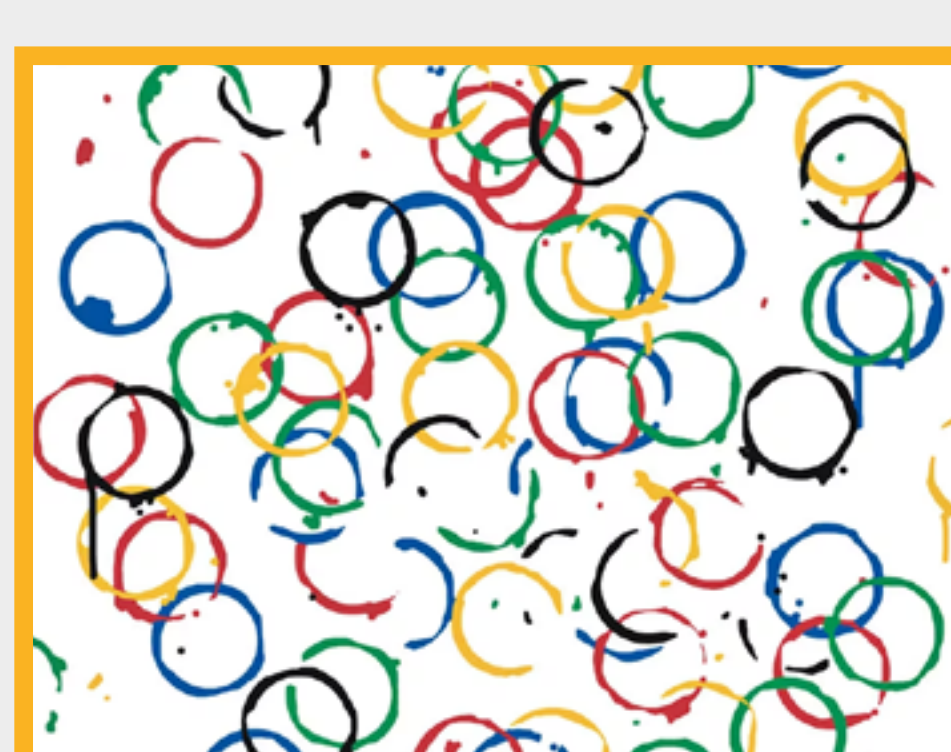
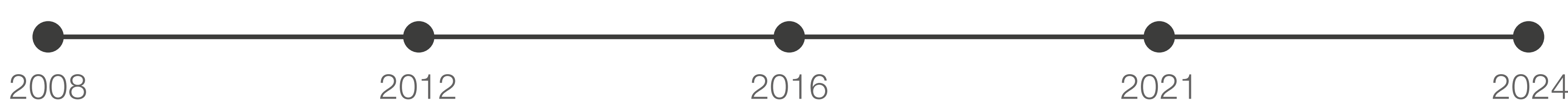
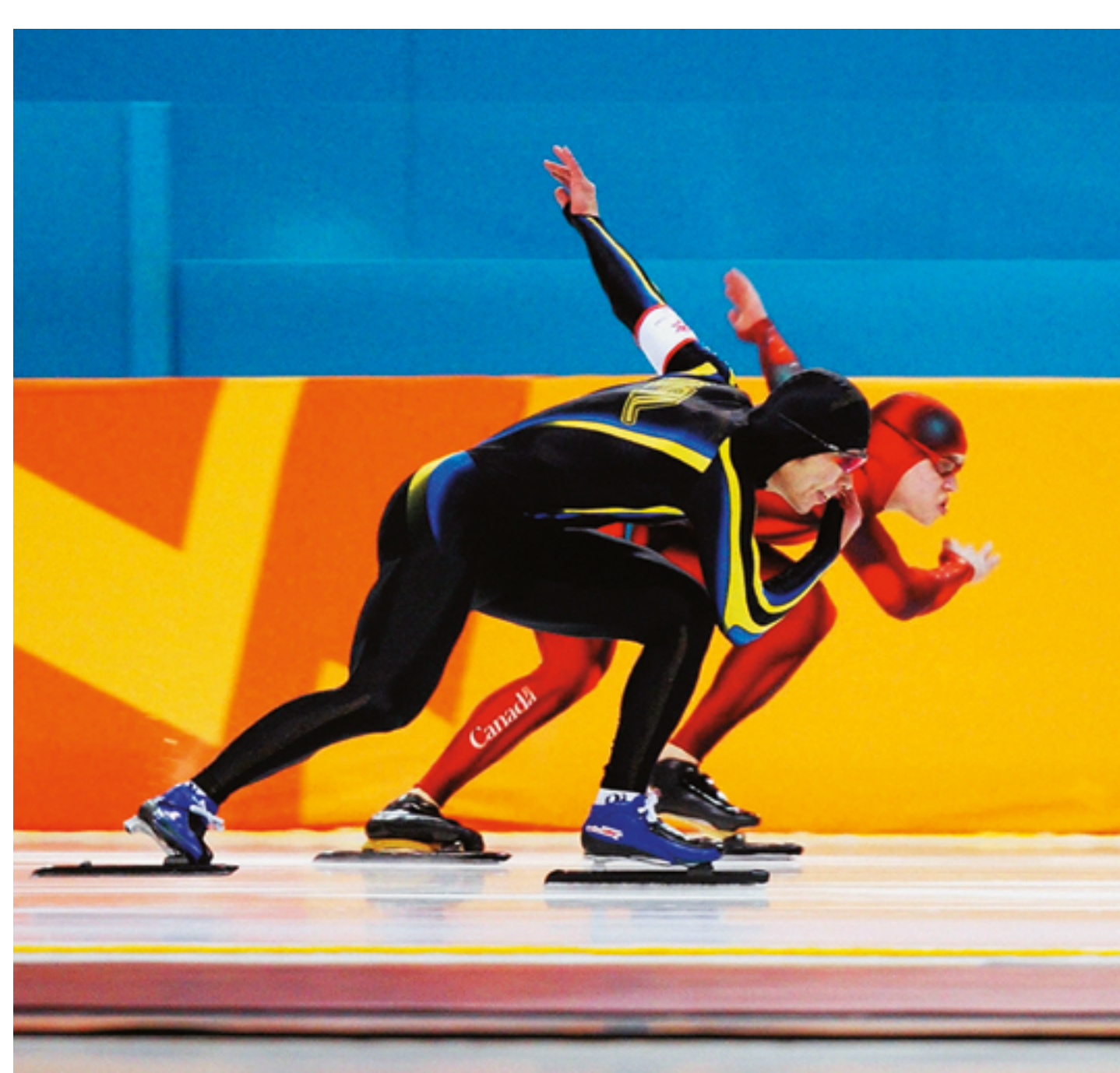
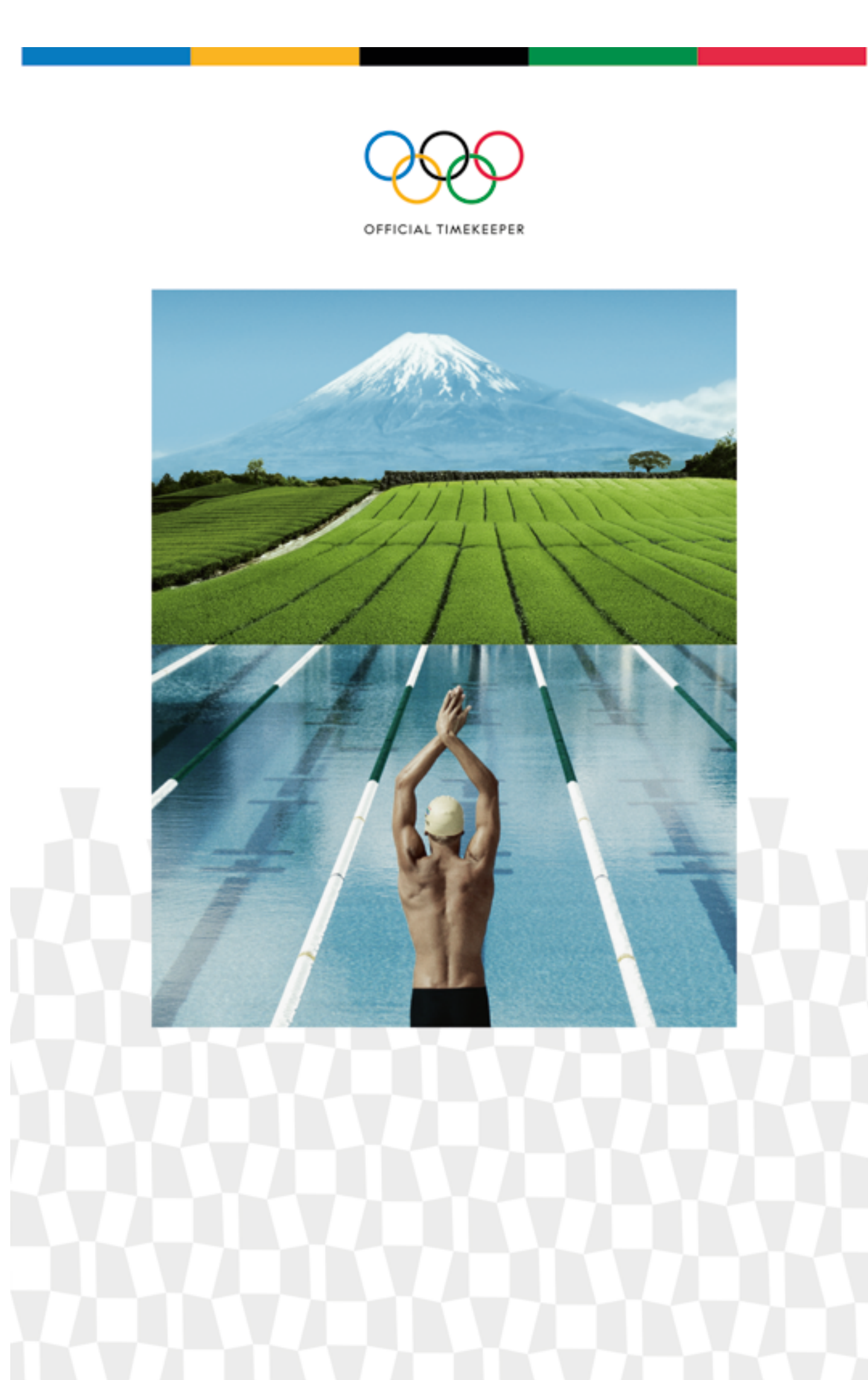




# OLYMPIC GAMES

Since 2008, we've proudly partnered with the Official Timekeeper of the Olympic Games, OMEGA Watches.

Over 16 remarkable years, we've stood with the world's finest athletes, contributing to this global celebration of sportsmanship and human achievement and recording Olympic Dreams come true.



Working with the Olympics isn't just a job; it's a journey of inspiration and pride, a privilege to collaborate with an institution that embodies the spirit of excellence and unity.





# PAP

THE BRAND

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