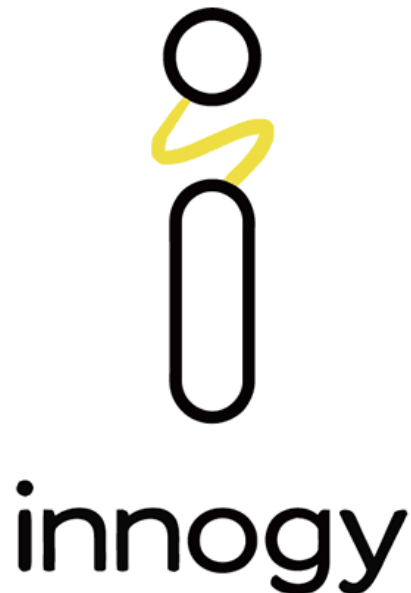


J. Walter Thompson Amsterdam aan de slag voor Duitse energiegigant: innogy

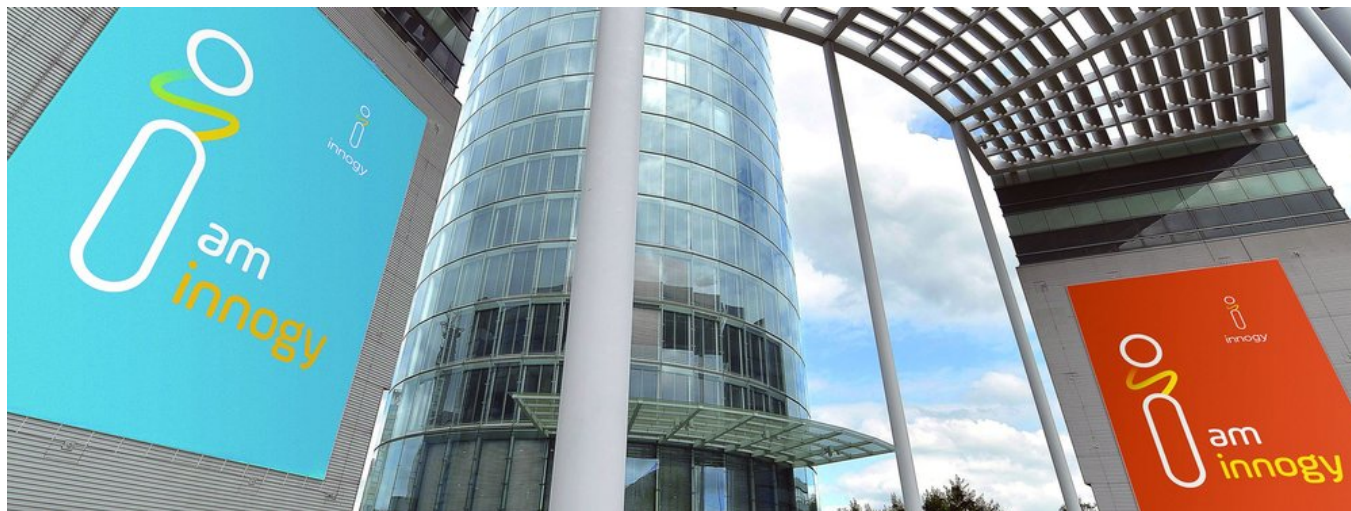


Amsterdam, 25 juni 2018 – J. Walter Thompson Amsterdam werkt sinds kort voor een van de grootste energiebedrijven van Duitsland en tevens het moederbedrijf van Essent: innogy. Het reclamebureau werkt als één team samen met hun Duitse zusterbureau Scholz & Friends.

De briefing is zeer strategisch: Opnieuw richting geven aan het merk, door het ontwikkelen van een nieuwe strategische koers, met daaropvolgend nieuwe merkcommunicatie. Ook wordt er een digital first campagne ontwikkeld, die in het derde kwartaal van dit jaar gelanceerd zal worden in Duitsland.

Sabine Schmittwilken, Head of Global Brand Management, innogy zegt: *"I highly value the strategic competencies of J. Walter Thompson Amsterdam as well as their vast creative potential. JWT and Scholz & Friends complement each other perfectly – fully to innogy's advantage."*

Alewijn Dekker, Deputy Managing Director, J. Walter Thompson Amsterdam zegt: *"Working as one team with our sister agency Scholz & Friends, for a great brand like innogy, is a good step towards fulfilling our international ambitions as an agency."*



-Einde-

About innogy SE

innogy SE is a leading German energy company, with revenue of around €43 billion (2017), more than 42,000 employees and activities in 16 countries across Europe. With its three business segments Renewables, Grid & Infrastructure and Retail, innogy addresses the requirements of a modern, decarbonised, decentralised and digital energy world. Its activities focus on its more than 22 million customers, and on offering them innovative and sustainable products and services which enable them to use energy more efficiently and improve their quality of life. The key markets are Germany, the United Kingdom, the Netherlands and Belgium, as well as several countries in Central Eastern and South Eastern Europe, especially the Czech Republic, Hungary and Poland. In renewable power generation, the company is also active in other regions, e.g. Spain, Italy and the USA, with a total capacity of 3.9 gigawatts. As a leader of innovation in future-oriented fields like eMobility, we are represented in the international hot-spots of the technology industry such as Silicon Valley, Tel Aviv and Berlin. We combine the extensive expertise of our energy technicians and engineers with digital technology partners, from start-ups to major corporates.

ABOUT J. WALTER THOMPSON AMSTERDAM

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.



J. Walter Thompson Amsterdamnewsroom