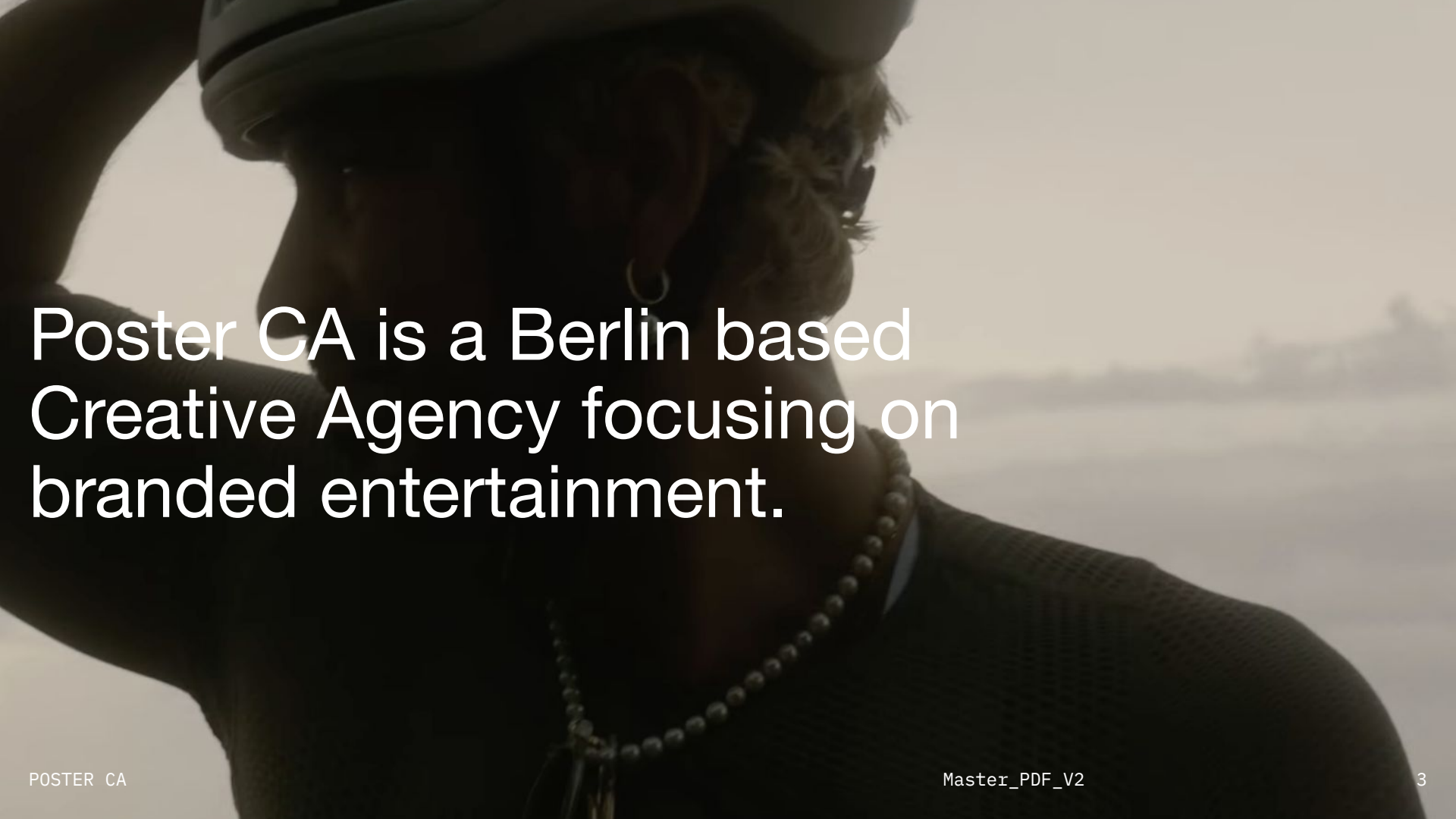


POSTER CA



POSTER CA MASTER_PDF_V2



Poster CA is a Berlin based
Creative Agency focusing on
branded entertainment.



With a rich history in brand building and advertising, we've partnered with leading brands and shaped businesses for more than a decade.



Services

Brand Building

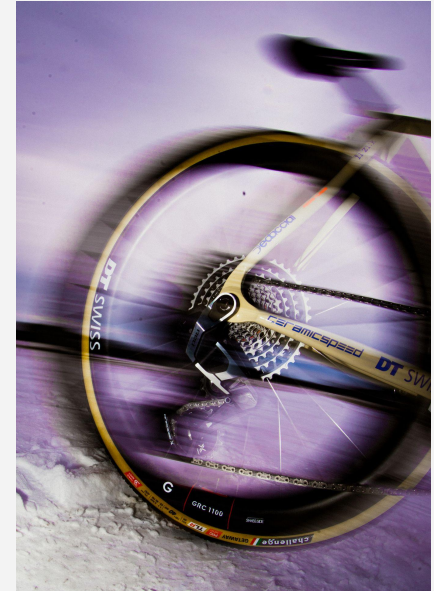
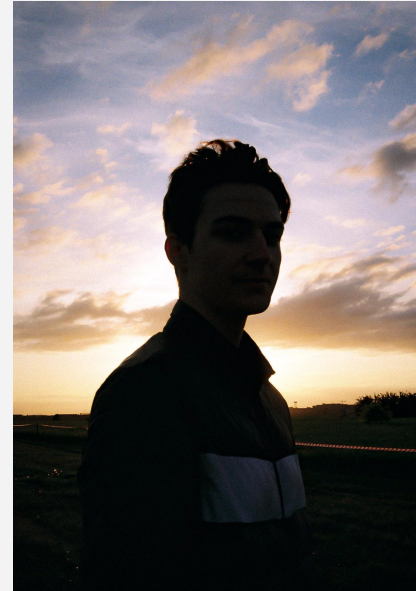
Advertising

Consulting and
Strategy

Photo and video
production



POSTER CA



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Brand Building

Development of creative concepts, brand strategies and visual language

We see brands as platforms to convey emotions and values through storytelling. We want people to enjoy products not just use them. We love giving brands and products a sense of personality that people can relate to and identify with.

We believe in humans over customers.



Advertising



POSTER CA

Building and maintaining strong brands through image campaigns

Creation of content strategies and advertising materials, planning and implementation of advertising campaigns, influencer marketing

If you don't know your destination, how can you see the path?

We like to ask a lot of questions before we start crafting campaigns: Who are we speaking to? Where is the audience and how do we reach them? Most importantly: When does an idea truly resonate?

We work strategically with clear goals and direction but always add a touch of magic to turn brand awareness into a story of its own.

Dreams over data.

Consulting and Strategy

We're naturally curious people. We love getting to know the people behind a brand. Who they are, what they believe in, and why their brand exists in the first place.

We believe every brand starts with a meaningful human purpose. Our goal is to turn that purpose into a strategy that reflects the brand's values and connects with what the audience truly cares about.

Impact over sales.

Supporting brands in the sport and lifestyle industry with strategic orientation and innovation in the digital age

Innovation consulting, sustainability consulting, business model development

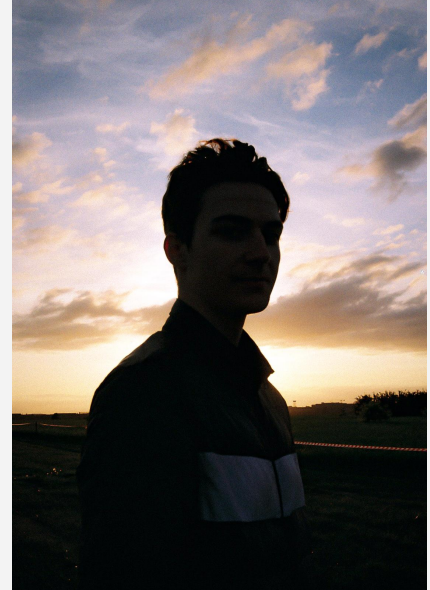


Photo and video production



How do we communicate these days? Our longtime experience in production comes from sports, fashion, and lifestyle adding up to a proper portfolio. But who cares about what we've done in the past?

Our aim is to create communication assets that are state-of-the-art and match the objectives of the brand's mission while adding our personal Poster-taste to it.

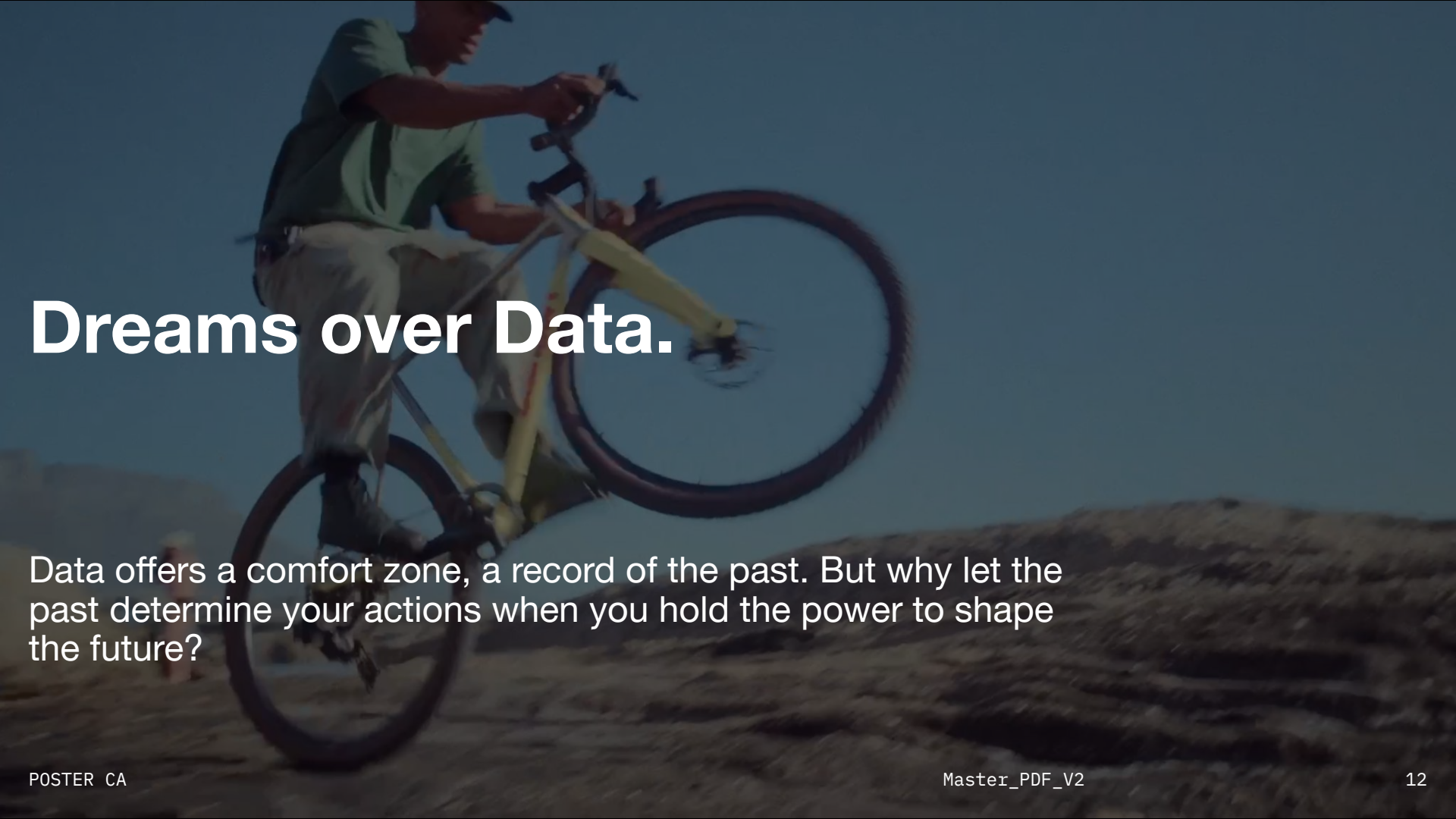
Visual representation of brands and products

Product photography, film production, tutorials, social media content, 3D visualizations, drone footage

State-of-the-art campaigns

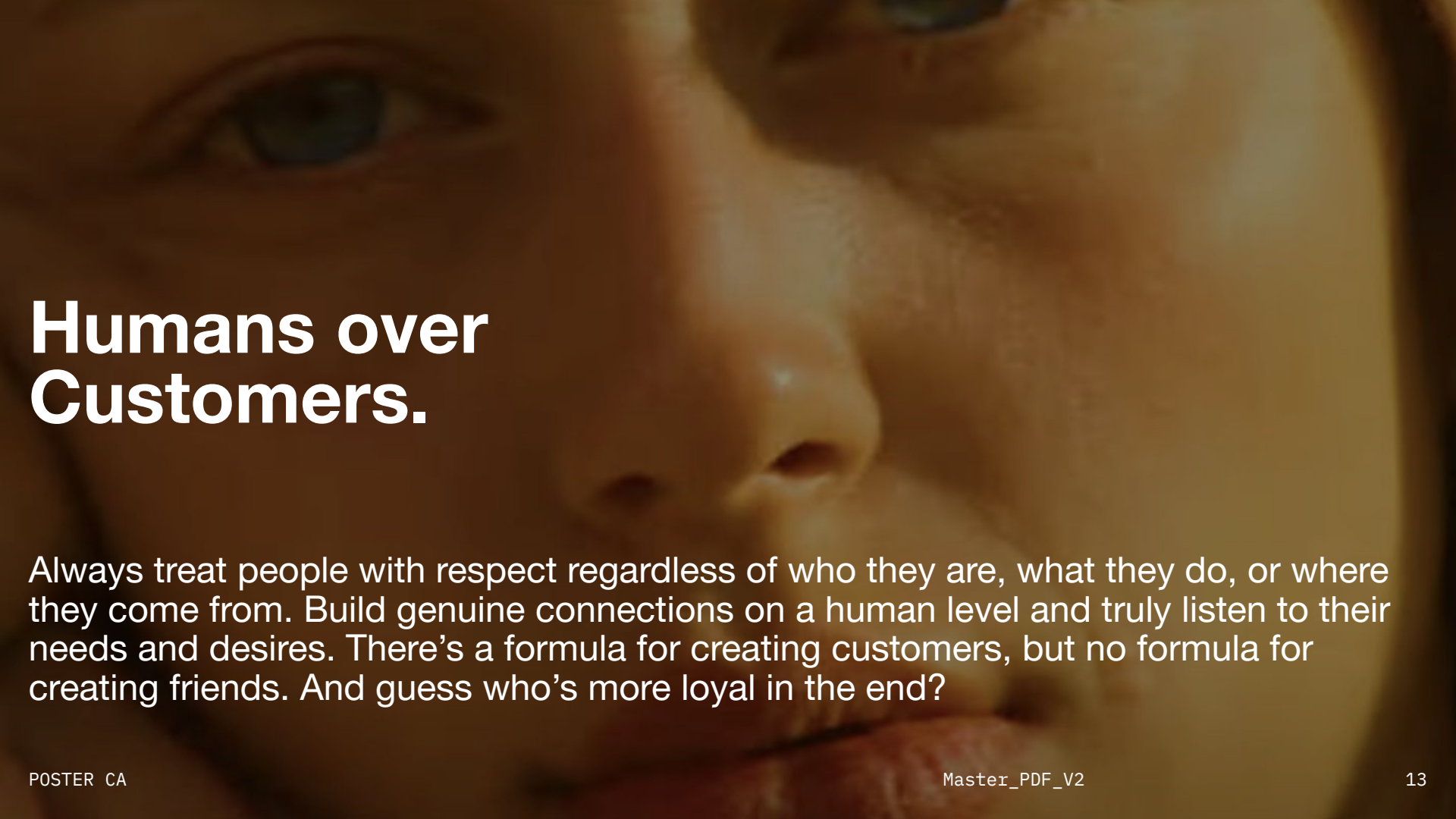


What we live by

A person wearing a green t-shirt and light-colored pants is riding a yellow bicycle on a sandy beach. The person is performing a wheelie, balancing on the rear wheel. The background shows a clear blue sky and a distant shoreline with some vegetation. The overall tone of the image is bright and sunny.

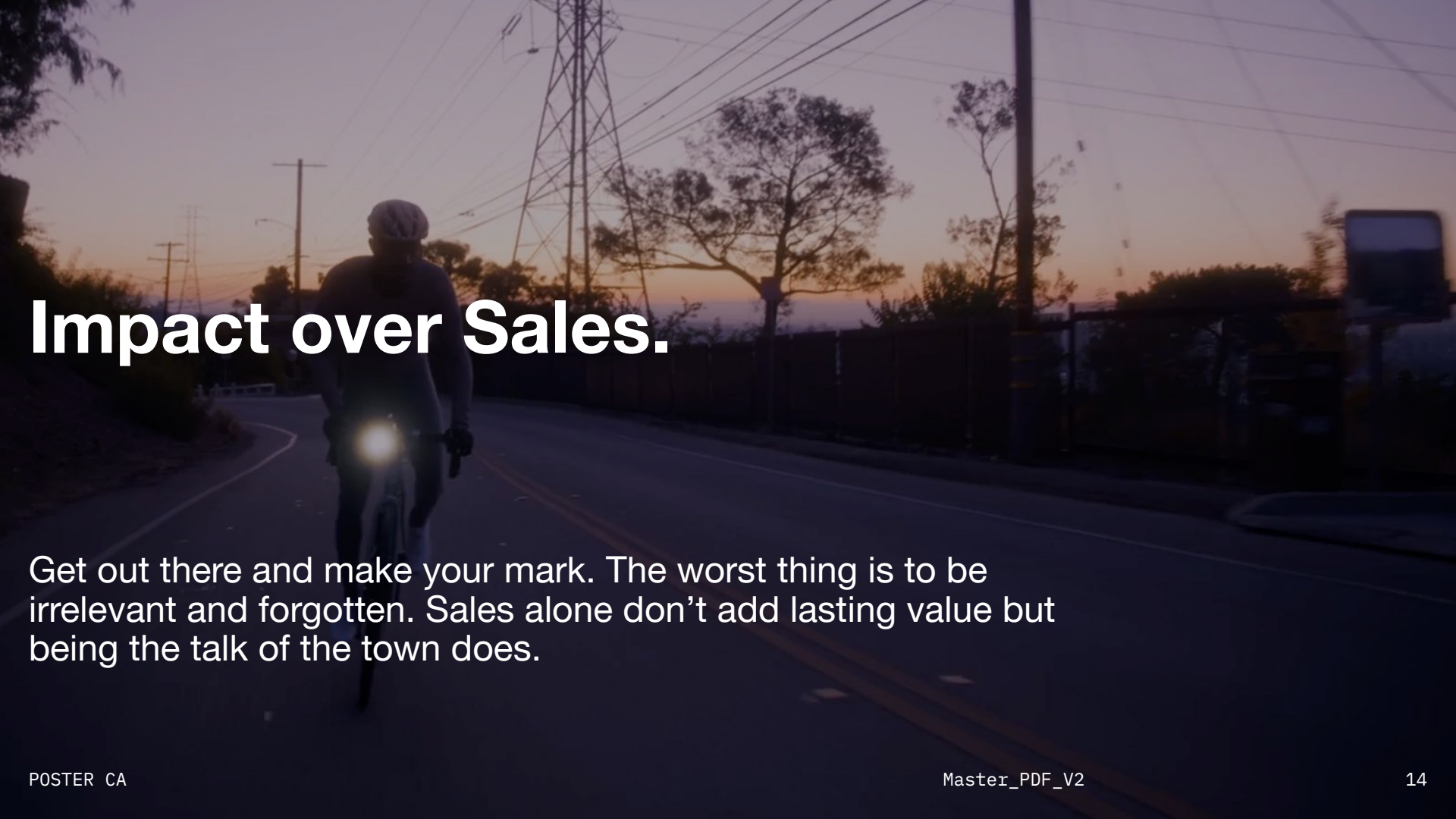
Dreams over Data.

Data offers a comfort zone, a record of the past. But why let the past determine your actions when you hold the power to shape the future?



Humans over Customers.

Always treat people with respect regardless of who they are, what they do, or where they come from. Build genuine connections on a human level and truly listen to their needs and desires. There's a formula for creating customers, but no formula for creating friends. And guess who's more loyal in the end?



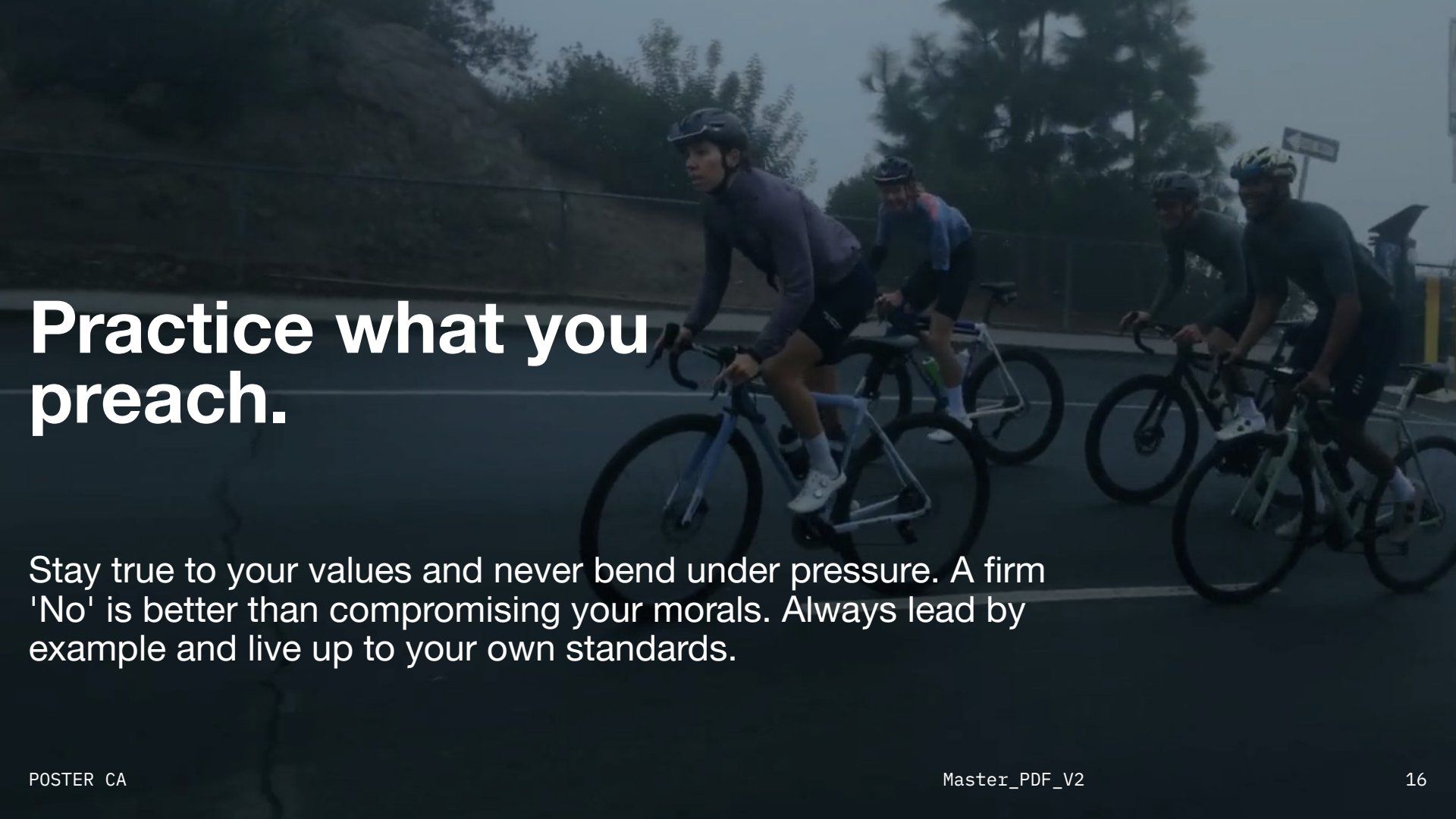
Impact over Sales.

Get out there and make your mark. The worst thing is to be irrelevant and forgotten. Sales alone don't add lasting value but being the talk of the town does.

A person is walking away from the camera down a path lined with tall, thin, columnar cacti. The scene is dimly lit, suggesting dusk or dawn, with a soft glow on the horizon. The cacti are dark against the lighter sky.

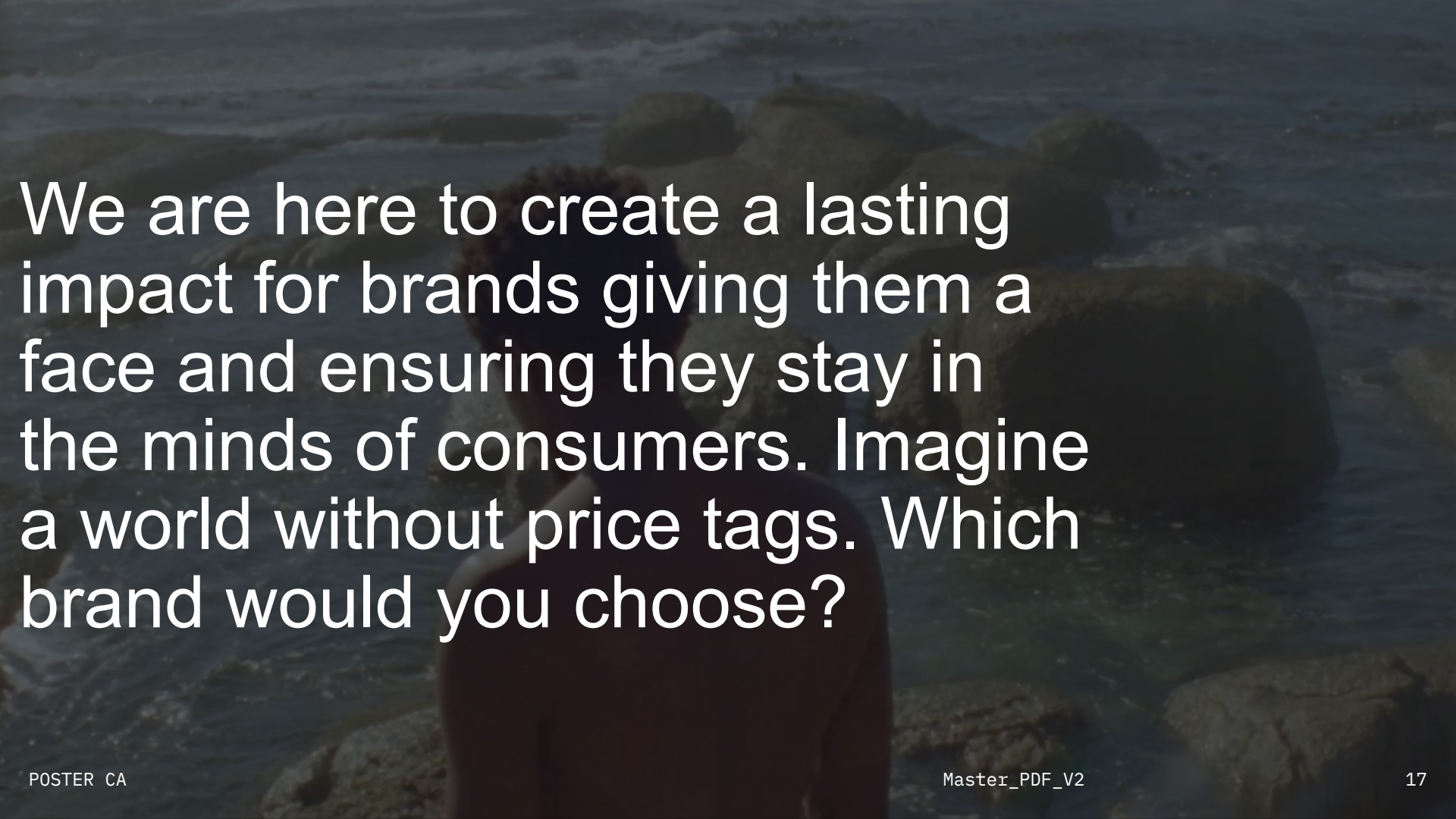
Stop letting goals limit your potential.

Setting numeric goals is important for tracking results, but don't restrict yourself to just numbers. There's so much more out there. Did you make someone smile? Did you inspire someone to rethink? Did you support someone? Did you make a difference?

A group of four cyclists riding on a paved road. The cyclist in the foreground is wearing a purple long-sleeved shirt and black shorts. Behind them are three other cyclists in various colored jerseys. They are all wearing helmets and riding road bikes. The background shows a grassy hill and some trees.

Practice what you preach.

Stay true to your values and never bend under pressure. A firm 'No' is better than compromising your morals. Always lead by example and live up to your own standards.

A person is seen from behind, standing on a rocky beach and looking out at the ocean. The scene is dimly lit, suggesting dusk or dawn, with the water appearing dark and the rocks in the foreground and middle ground. The overall mood is contemplative and serene.

We are here to create a lasting impact for brands giving them a face and ensuring they stay in the minds of consumers. Imagine a world without price tags. Which brand would you choose?

The background image shows two dark silhouettes of people standing in the foreground, looking towards a large, bright, and ethereal light source. This light source has a complex, swirling, and organic shape, resembling a nebula or a celestial body, set against a dark, textured background that looks like a rocky or cave-like interior. The overall mood is mysterious and awe-inspiring.

Who we are

Benedict Herzberg Creative Director

A natural copywriter at heart Benedict has been working in the bicycle industry for over ten years. Including serving as Head of Marketing for the bike manufacturer Standert, where he was responsible for creative concepts, brand identity, communication, and community building.

[@beherzberg](#)

Kadir Celik Art Director

A senior creative professional with over twelve years of experience in the industry, working with brands such as Zalando, Whoop, adidas, Patagonia, North Face and Under Armour. His main areas of expertise include photography, film making and web development.

[@kdog.cc](#)

Benjamin Markstein Account Director

A former pro skateboarder, he managed his own full-service production company, where he was responsible for financial and project planning, working with clients such as Mercedes, Nike, and Highsnobiety. Most recently, he worked as Head of Brand overseeing brand strategy and developing communication concepts.

[@markstonebln](#)



Portfolio

A person is riding a bicycle, with the image heavily blurred to convey a sense of speed and motion. The rider is wearing dark blue jeans and a light-colored shirt. The bicycle frame is white with black and red accents. The word "Stan" is visible on the frame. The background is a blurred outdoor setting.

Concept

Concept OOH Campaign

Real-world impact with a digital extension. A local, analog poster campaign designed to find its way into Berlin's bike group chats and the Instagram stories of tourists and bike nerds alike creating a viral hit for Standert Bicycles and nodding to the golden days of copy-based advertising.

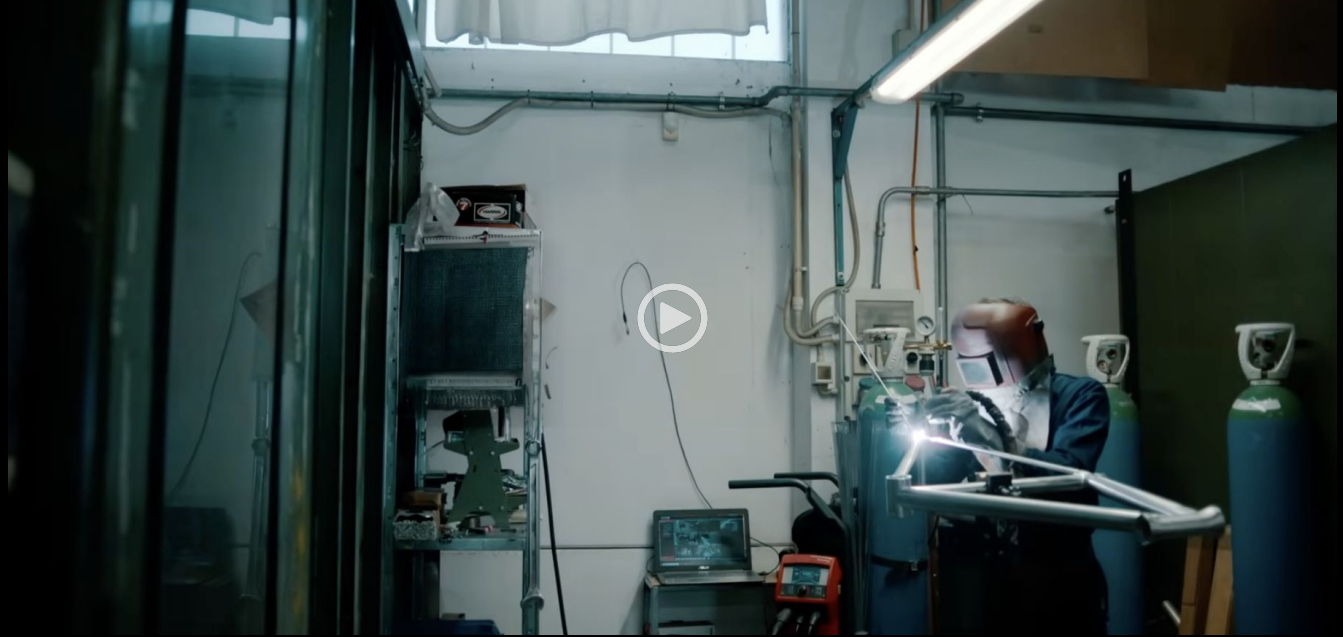




Video

Video

The Italian Job

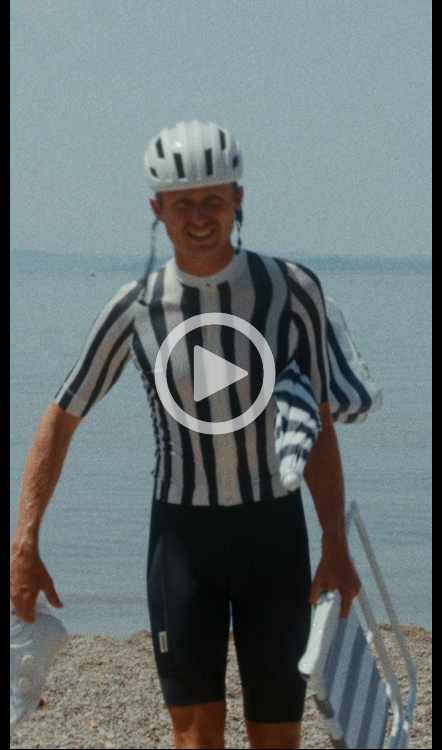
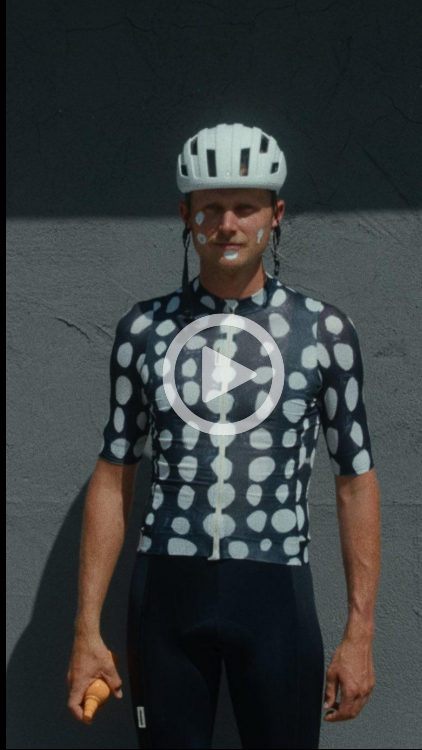


Video PLUS + Campaign



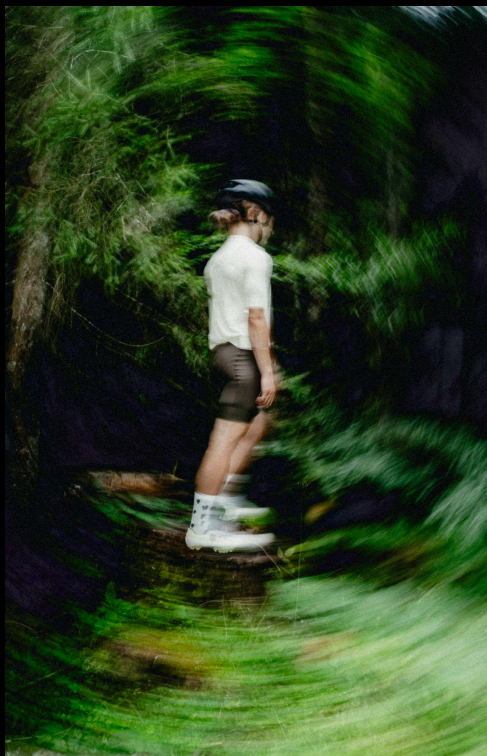
Video

High Summer Reels





Photo



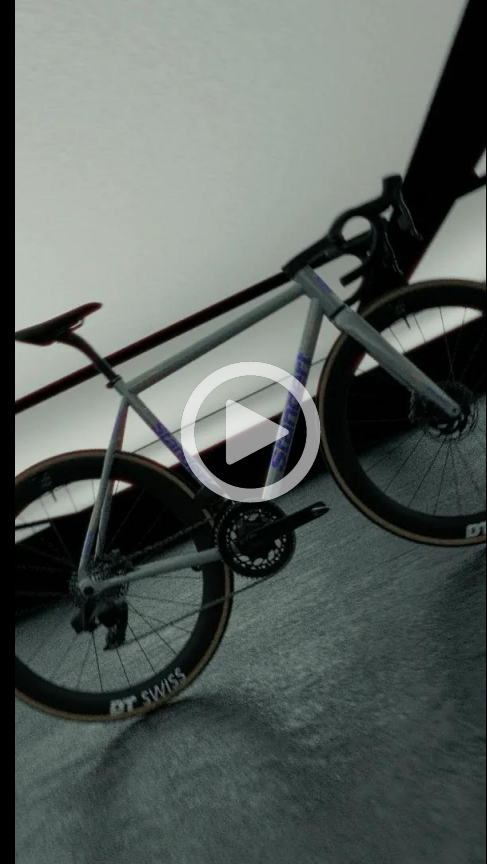






3D

3D Standert Kreissäge



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Thank you!