

POSTER CA

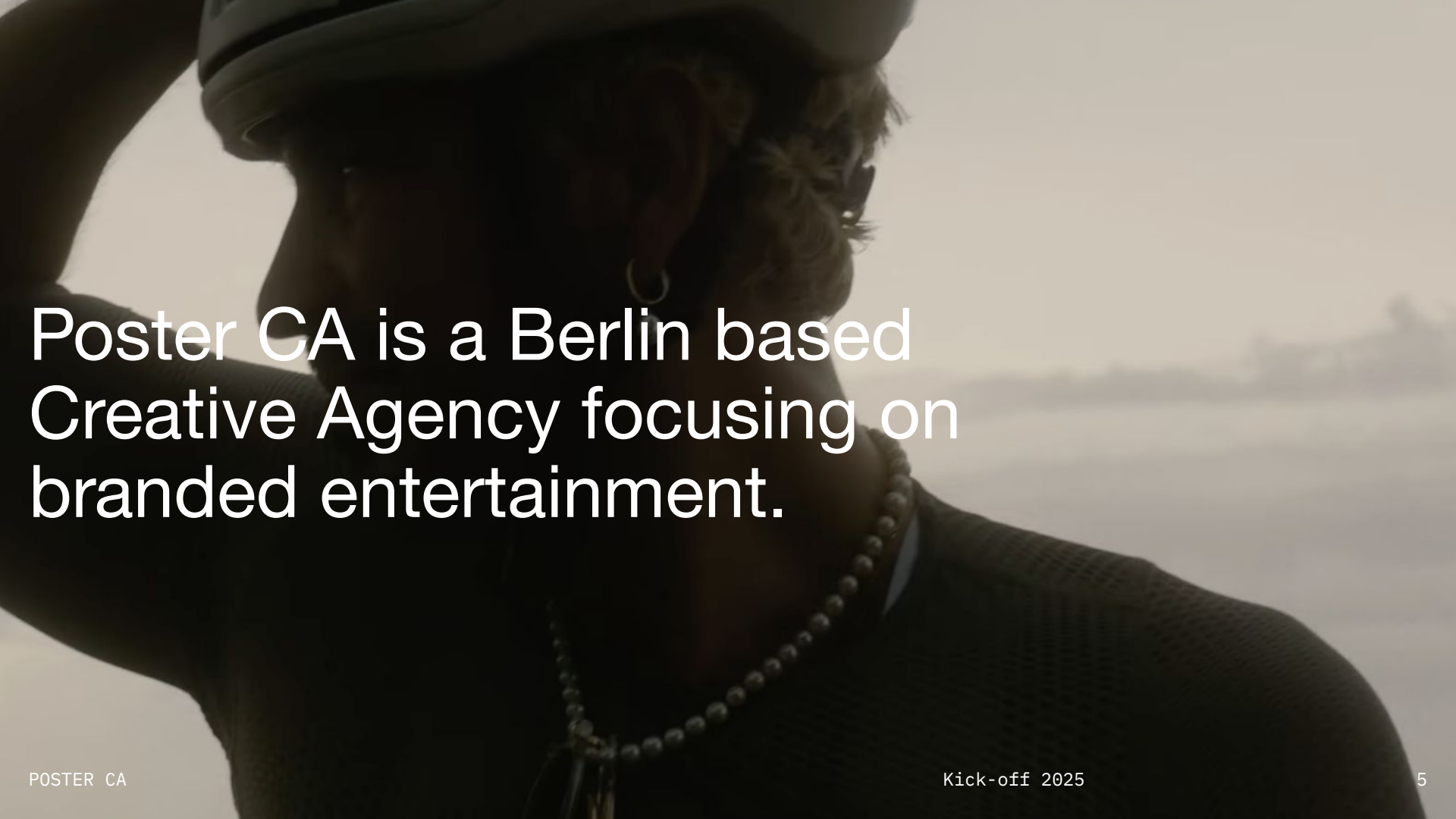
POSTER CA KICK-OFF 2025

Hi, You!



What





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



What we live by



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?

A close-up, high-angle photograph of a person's face, focusing on the eyes, nose, and mouth. The lighting is warm and soft, creating a intimate and human atmosphere. The person's eyes are looking slightly upwards and to the right.


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?



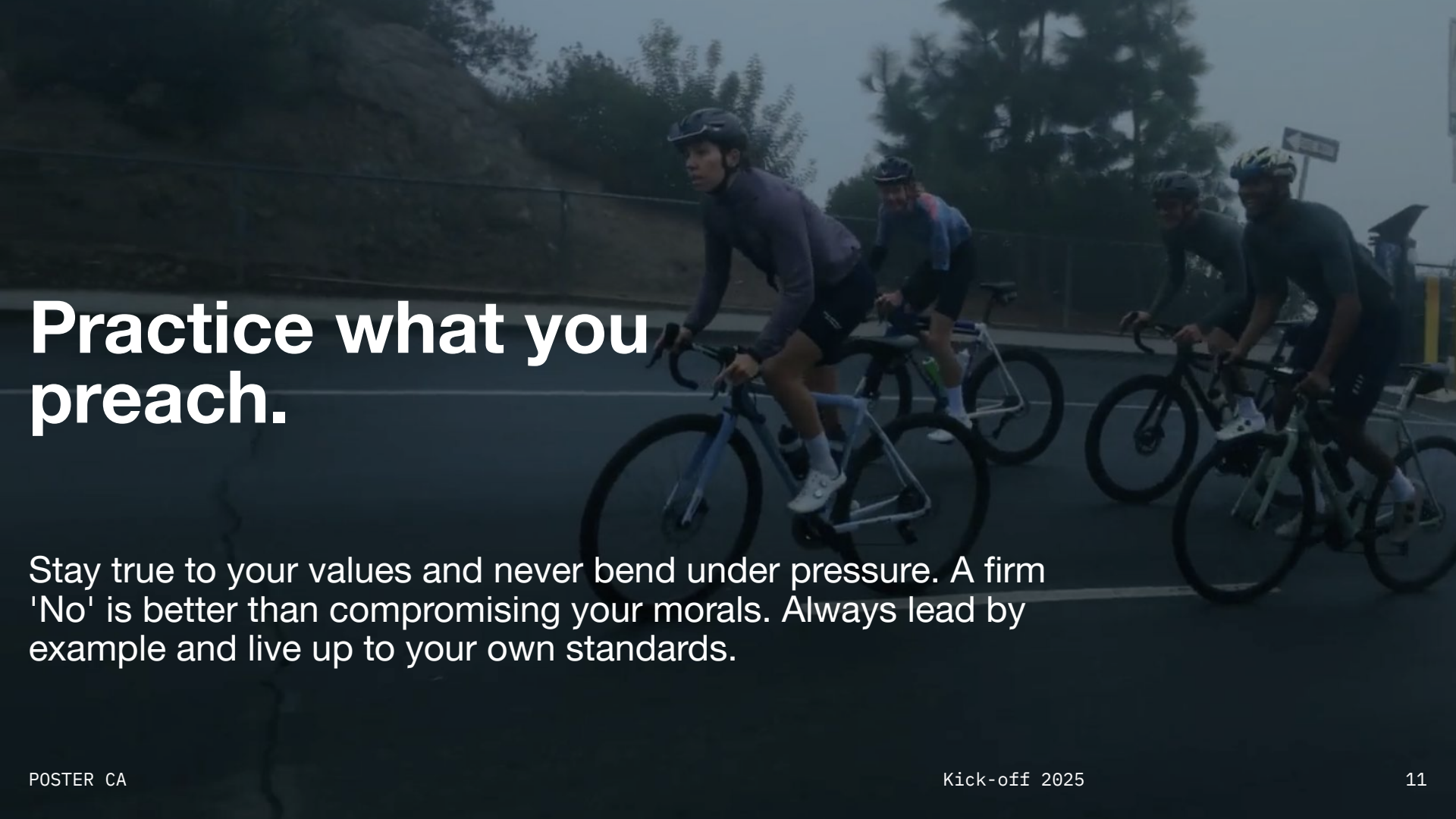
Impact over Sales.

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 standing in a field of tall, thin cacti, possibly cholla, at dusk or dawn. The scene is dimly lit, with the person and cacti silhouetted against a pale, hazy sky. The person is wearing a dark jacket and a cap, and is looking towards the camera. The cacti are tall and thin, with some showing small spines. The overall mood is contemplative and serene.

Stop letting goals limit your potential.

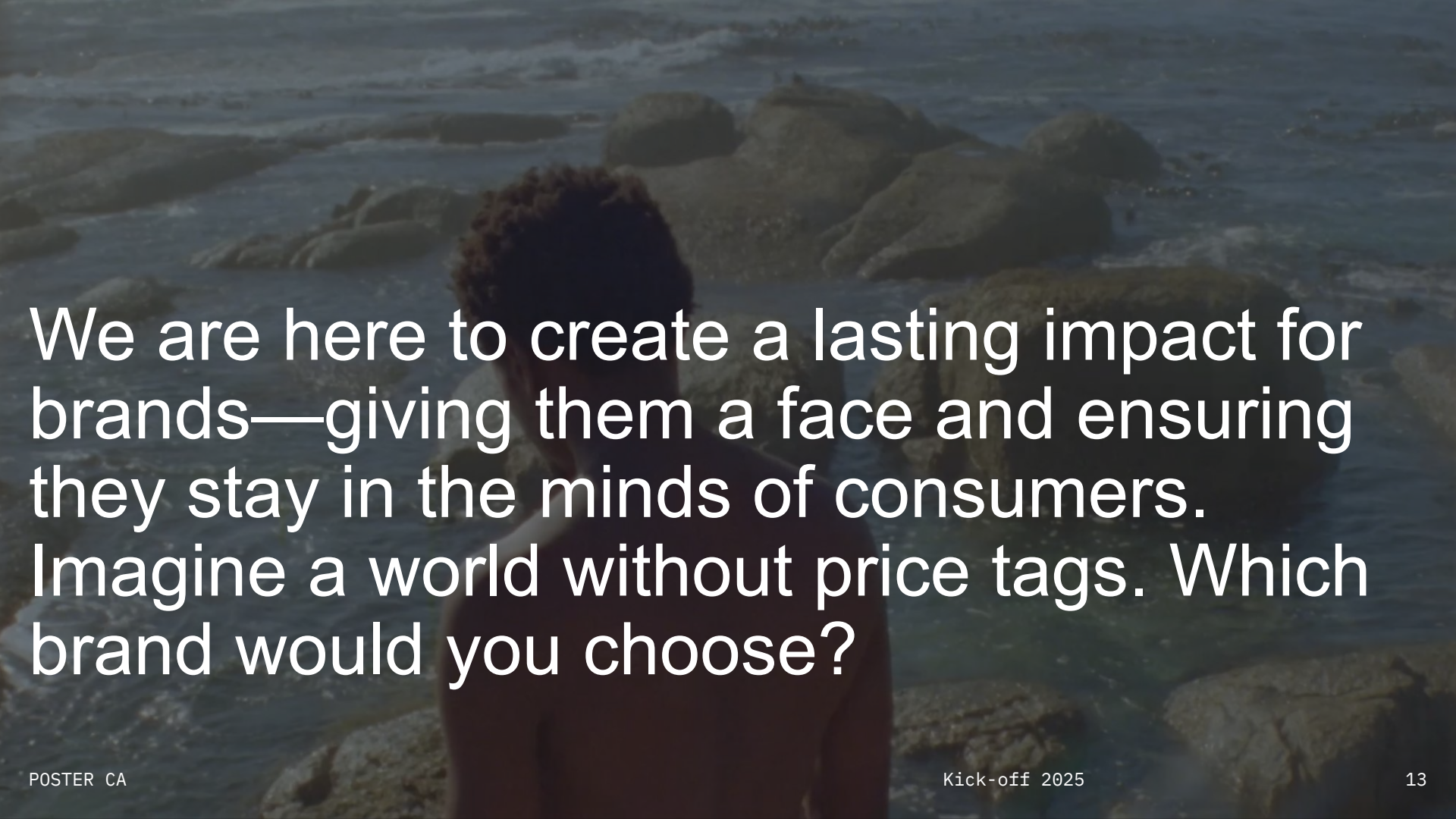
Setting numeric goals is important for tracking results, but don't restrict yourself to just numbers. There's so much more out there. Did you make someone smile? Did you inspire someone to rethink? Did you support someone? Did you make a difference?



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.

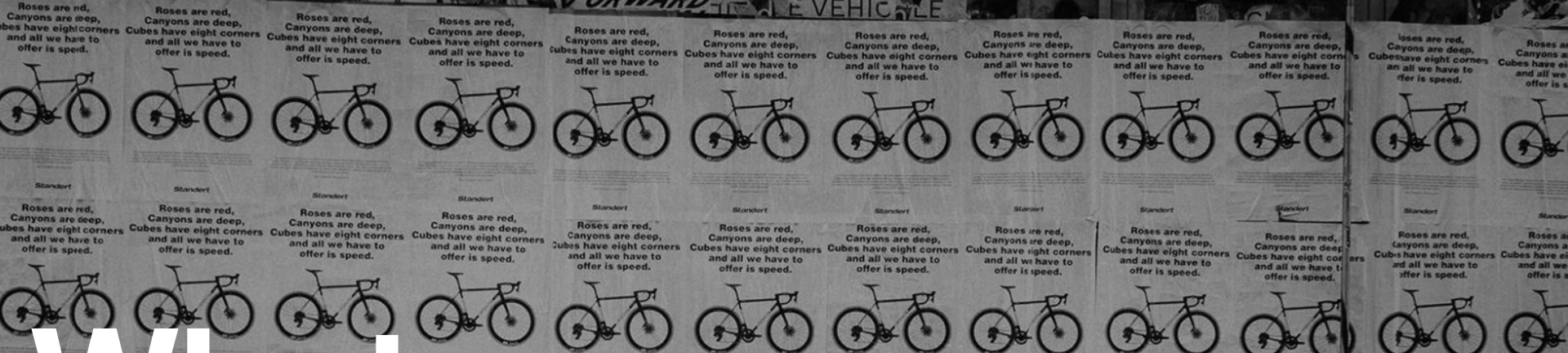
Why



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?

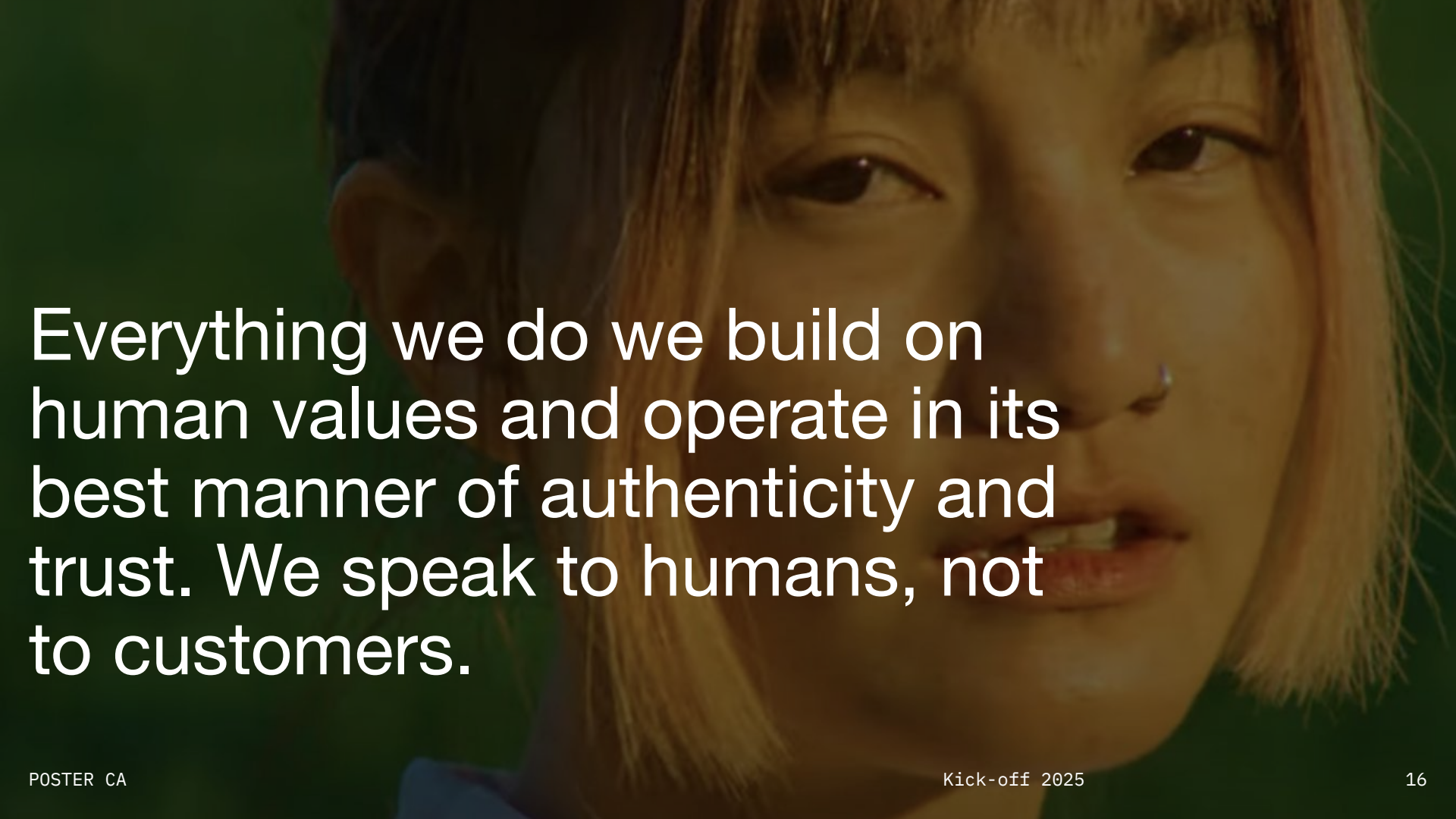


We want to create free from conventions and rules. We want to have our own voice in the world and we will use it to tell entertaining stories.



What






Everything we do we build on human values and operate in its best manner of authenticity and trust. We speak to humans, not to customers.



Vision

A photograph of three cyclists riding on a dirt road in a desert landscape. The cyclist on the right is wearing a long green cape. The cyclist in the middle is wearing a blue cape. The cyclist on the left is wearing a red cape. The background shows rolling hills under a clear sky.

Put a smile on peoples faces
and make the world a better
place through entertainment.

Mission

A person is walking away from the camera on a snowy path through a misty forest. The person is carrying a bicycle. The scene is dimly lit, with a blueish-grey color palette. There are evergreen trees on both sides of the path, and the background is very foggy.



Entertain people through advertising.

The background of the slide features a blurred, artistic photograph. It shows two people standing on a rocky beach, their forms silhouetted against a bright, hazy sunset or sunrise. The sky is a mix of warm orange and yellow tones, transitioning into a cooler blue and teal as it meets the horizon. The water of the ocean is visible in the distance, reflecting the light from the sky. The overall mood is contemplative and serene.

Who we are

Benedict Herzberg Creative Director

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 creative professional who has been active in the creative industry for over twelve years, working with brands such as Standert, Zalando, Whoop, adidas, Patagonia, North Face and Under Armour. His main areas of expertise include photo and video production, 3D animations and web development.

[@kdog.cc](#)

Benjamin Markstein Account Director

Between 2014 and 2022, he managed his own full-service production company Modest Department, where he was responsible for financial and project planning working with clients like Mercedes-Benz, Nike and Highsnobiety. Most recently, he worked as Head of Brand at Standert, overseeing brand strategy and developing communication concepts.

[@markstonebln](#)

Services

Brand Building

Development of creative concepts, brand strategies and visual language

Advertising

Building and maintaining strong brands through image campaigns

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

Consulting and Strategy

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

Visual representation of brands and products

Product photography, image films, tutorials, social media content, 3D visualizations, drone footage

State-of-the-art campaigns



Portfolio

Campaign

Photo

3D

Projects 2019-2021

- [Standert Kettensäge Launch](#)
- [Standert Erdgeschoss South Africa](#)
- [Team Standert Brandenburg](#)
- [Poster Campaign](#)
- [Loveletter to East LA](#)

You can download the Photography Portfolio under [this link.](#)

- [Standert Kreissäge Launch 2023](#)

- [Mercedes-Benz x ASAP Rocky](#)
- [Nike Just Do It](#)
- [Fendi](#)
- [Highsnobiety x Prada](#)
- [C.P. Company x GORE-TEX](#)

Get in touch

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Thank you!