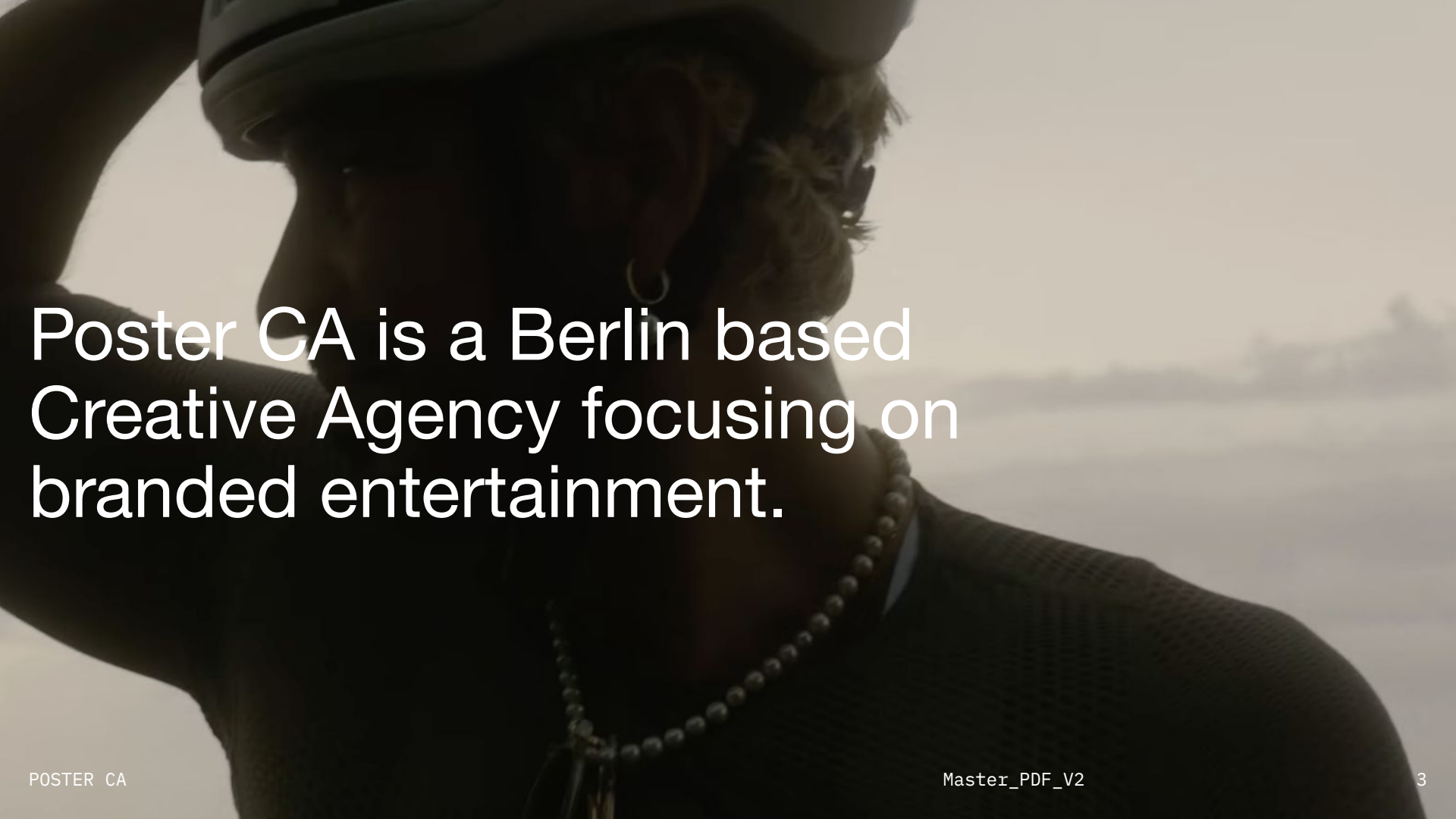



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A silhouette of a person's head and shoulders, facing left. They are wearing a dark, textured hat and a beaded necklace. The background is a bright, hazy sky with some clouds. The text is overlaid on the left side of the image.

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

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 bicycle 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



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, with the front wheel lifted and the back wheel on the ground. The background shows a clear blue sky and a distant shoreline with some vegetation.

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-resolution photograph of a person's face, focusing on the eyes, nose, and mouth. The image is heavily stylized with a warm, golden-brown color overlay, giving it a soft, ethereal, and intimate feel. The person's eyes are light-colored and looking slightly off-camera. The text is overlaid on the left side of the image.


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?

A person is riding a bicycle away from the camera on a paved road during the "blue hour" of twilight. The cyclist is wearing a light-colored long-sleeved shirt and a white helmet, and has a bright headlight on their bike. The road has a white line on the left and a double yellow line in the center. In the background, there are several high-voltage power line towers and some trees. The sky is a mix of deep blue and orange from the setting or rising sun.

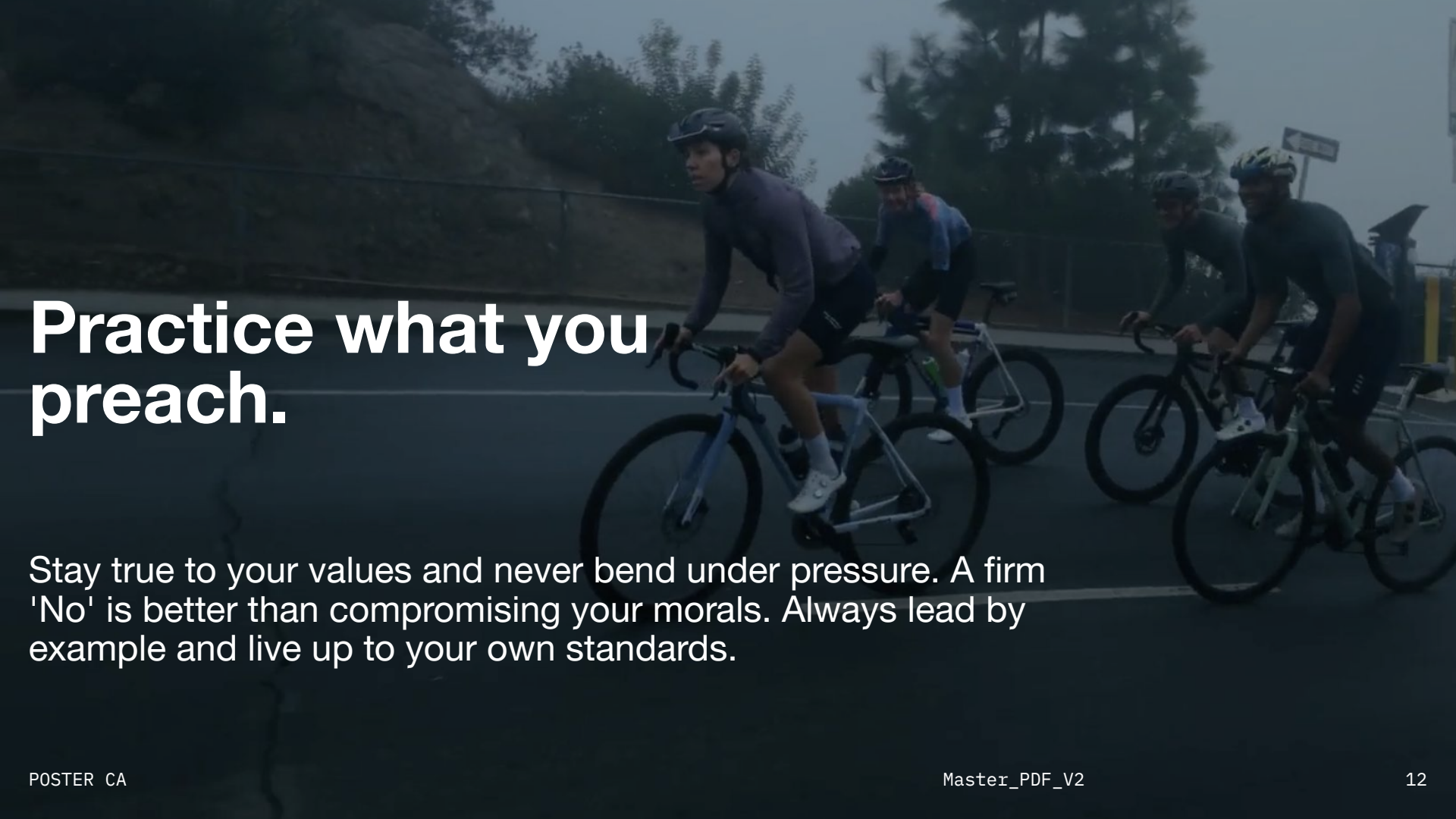
Impact over Sales.

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.

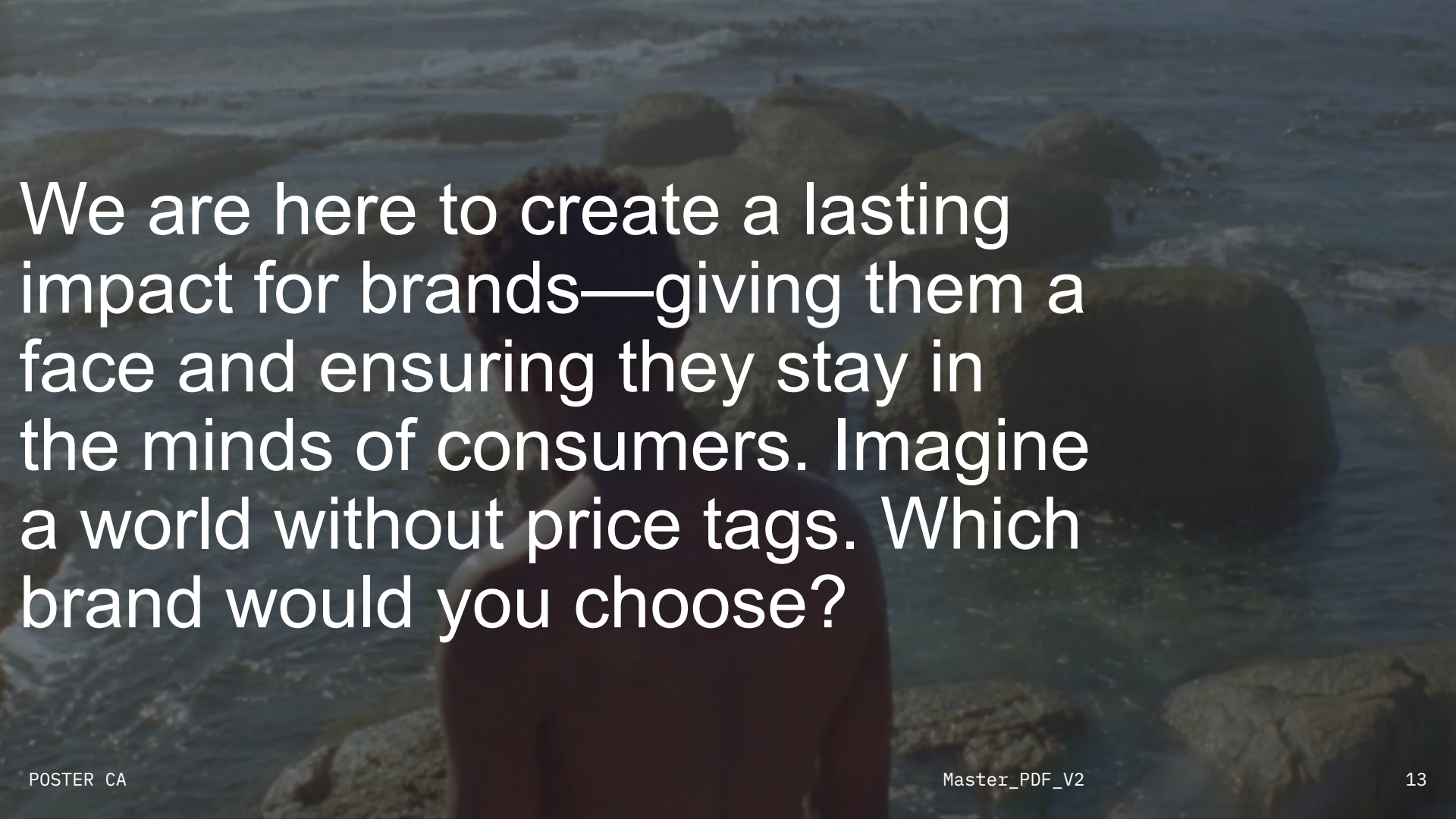
Stop letting goals limit your potential.

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 with dark hair, seen from behind, stands on a rocky beach looking out at the ocean. The water is dark blue with white foam from breaking waves. The scene is dimly lit, suggesting dusk or dawn.

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?

Who we are

The background of the slide features a blurred photograph of two people standing on a rocky shore, looking out at the ocean under a dramatic, colorful sky. The person on the left is wearing a long, dark coat, and the person on the right is wearing a dark t-shirt. The sky is a mix of dark blues, purples, and oranges, suggesting a sunset or sunrise. The water is dark with some white foam visible in the distance.

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



Video

Fingerscrossed
Searching for the
Common Feeling



Standert The Italian Job



Fingerscrossed PLUS + Campaign



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Fingerscrossed High Summer Reels



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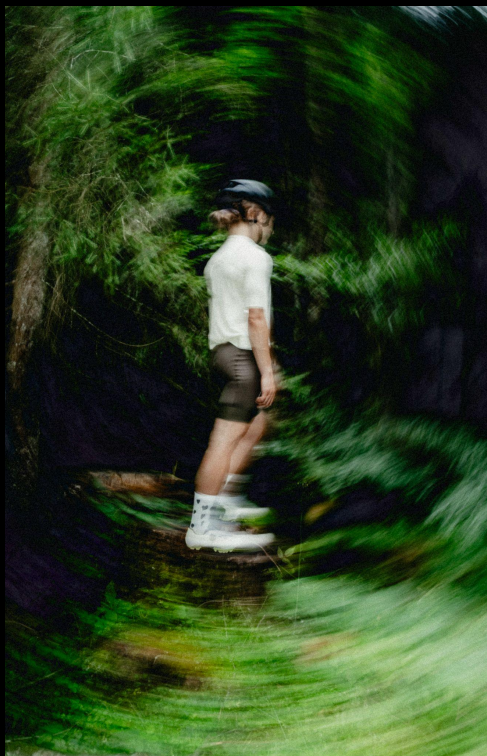


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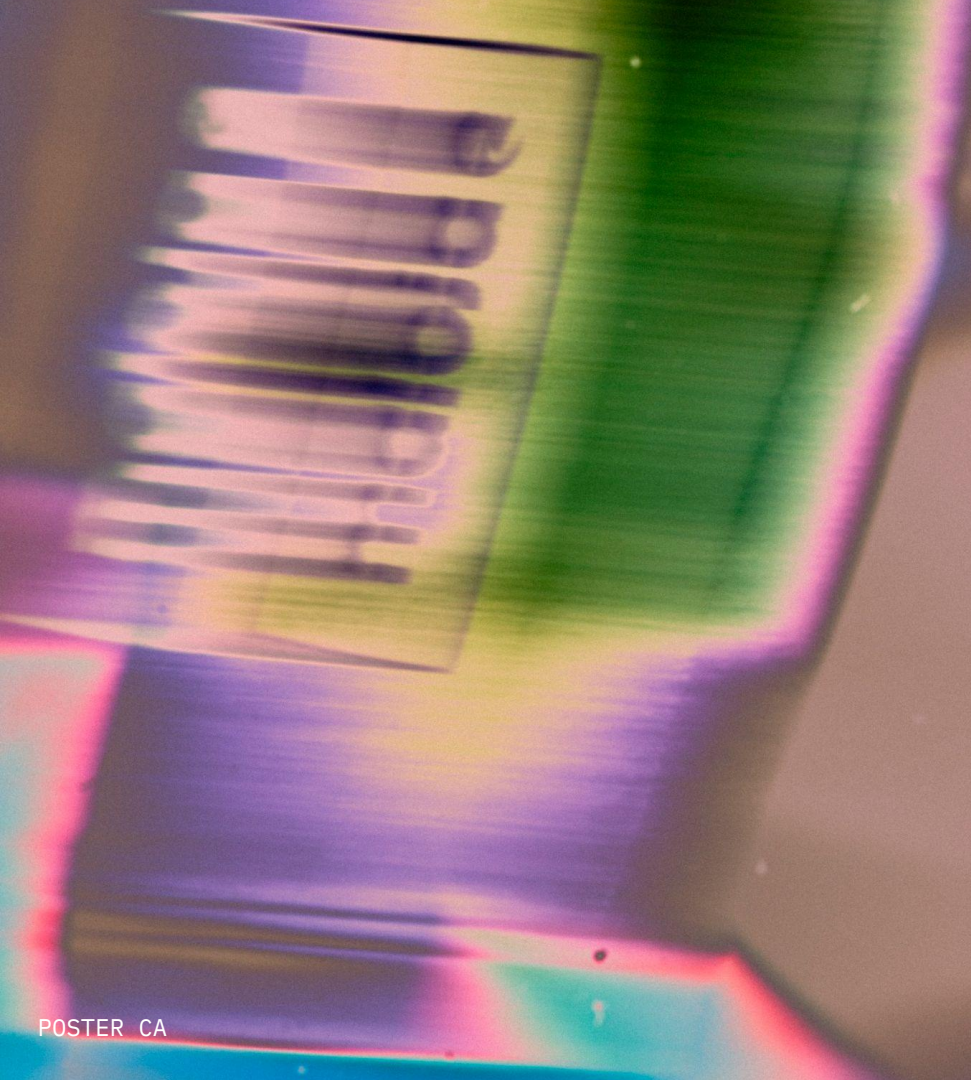
Photo

A heavily blurred photograph showing two figures standing in a grassy field. The figure on the left is wearing a light-colored, possibly white, t-shirt and dark shorts. The figure on the right is wearing a dark-colored shirt and dark pants. The background is a soft-focus landscape with green grass and a pale sky.









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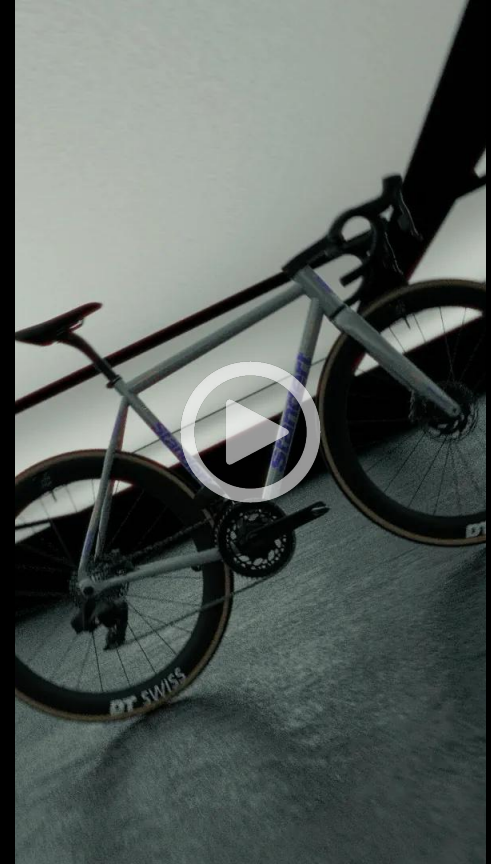
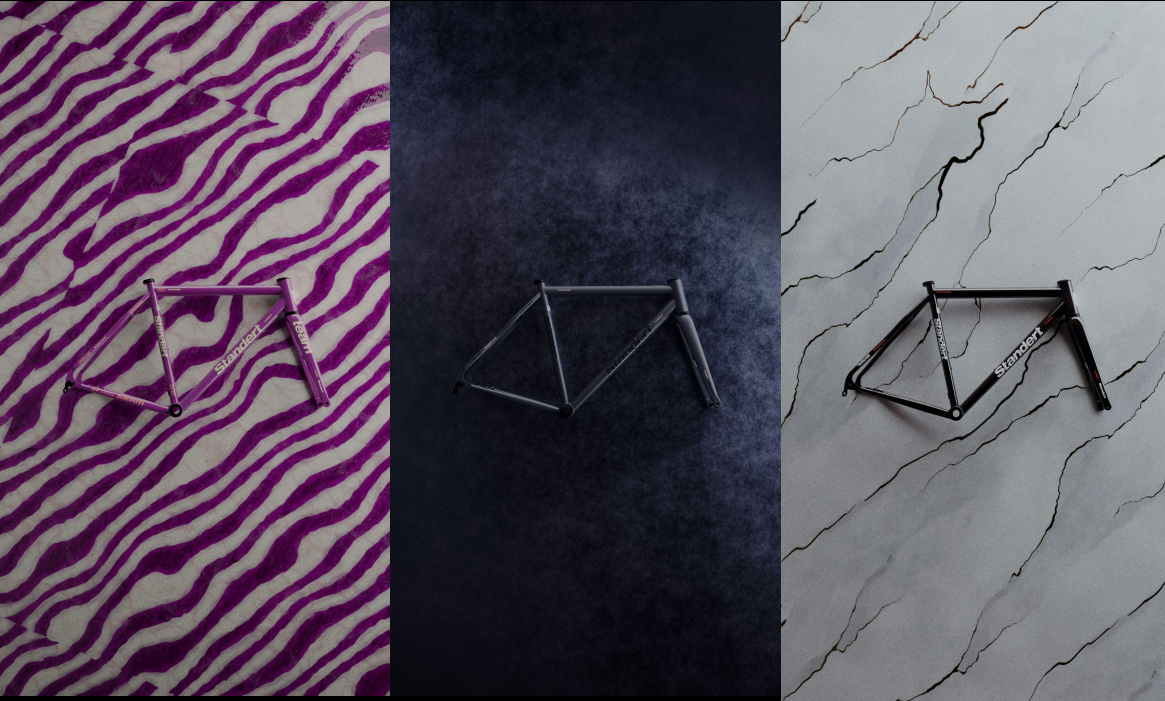
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3D

3D Standert Kreissäge



Concept

Photo

Project Archive

- Poster Campaign
- Standert Kettensäge
- Standert Erdgeschoss
- Love Letter to East LA
- Standert Kreissäge

Please download the
Photography Portfolio under
this link.

- 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!