

Confronting Disruption in Advertising

How Jung von Matt manages its transformation from a traditional advertising to a digitally driven marketing agency

The most successful advertising agency group in German-speaking countries

Jung von Matt is an independent creative agency with headquarters in Germany. The agency is – in terms of awards for both creativity and efficiency – the most successful group in German-speaking countries. It continues to offer creative and effective marketing communication across all channels and disciplines.

Big names feature on its list of customers – adidas, BMW, Condor, German Post, EDEKA, MINI, Nikon, NIVEA, OBI, Tchibo, Thomas Cook Airlines, Vodafone and more. [See more](#) of the agency's work.

An example of its out-of-the-box approach is The Next 100 campaign for the German car manufacturer BMW. For this project, Jung von Matt even used a Google technology, the so-called Google Spotlight Stories, to create an interactive virtual reality experience. [Watch the campaign video](#)

Company overview

Customer name:

Jung von Matt

Number of employees:

870+

Location and headquarters:

Hamburg, Germany

Industry:

Advertising, brand communications and development



“In the agency industry, it’s always important to be as agile as possible and to offer simple but powerful ways to collaborate with our peers.”

Stephan Budach
Head of IT, Jung von Matt

Survival of the fittest

Advertising is a tough industry with constant price battles, tight deadlines and demanding customers. The market was one of the first to be hit by digitization as demand shifted from print in favor of digital media. Agile start-ups entered and disrupted the market with small teams, fresh ideas and the latest technology. Established players who overlooked this trend or reacted too late were soon pushed out of business.

Coming out of a traditional advertising model, Jung von Matt found itself in the middle of this disruption. Facing a growing pressure from new players, as well as a rising demand for unusual, innovative projects, the agency had to change the way of doing business in order to stay ahead of the competition. Until this point, its employees were working in large account teams with one fixed, yearly budget. Existing communication tools supported long project cycles instead of flexible, fast revisions.

The power of communication

To stay relevant and competitive, Jung von Matt had to lead with digital, especially in its collaboration. While keeping up its premium services, it also had to speed up its response to customers and enable innovative thinking. Giving teams more autonomy in their communication and the way they worked through projects was an important change.

Until this point Cisco products had been a strategic part of Jung von Matt’s network and communication infrastructure.

Especially for the customer communication with sensitive information, WebEx had been its tool of choice. With the new company matrix, however, it required a more project-centric tool. How could it empower cross-department communication? Allow easy access to all project-related information? Provide end-to-end security? How could it give the option to include ad hoc external participants in meetings?

Looking at all these needs and comparing different options, Jung von Matt decided the best solution to support its growth and agility was simple: Cisco Spark services.

Today the service empowers Jung von Matt project teams to form Spark ‘spaces’ – for messaging, video calling and file-sharing. In these spaces, they can add team members, experts and even external parties to a meeting or conversation. Cisco Spark allows a less formal and more agile conversation style that can easily adapt to current project requirements. Instead of instant messaging, all conversations and files are stored in dynamic ‘always-on’ spaces and new team members are brought up to speed with a few clicks.

Individual ways of working and devices are supported to allow people in a team to work from home or on the go. All these features help Jung von Matt save time when bidding for, or working on, new accounts or projects. Since teams are smaller and have access to more information, they can work on a few projects in parallel. Cisco Spark supports the agency’s new way of working, and its business transformation, in a powerful, productive, and robust way.

Change is the only constant

Jung von Matt is still in the course of transforming its business and making it the 'best fit' for an increasingly digital market. With better collaboration being one of its core objectives, Cisco acts as a partner to support its vision. We provide a solution that not only acts as a communications catalyst but also as a connector – building a bridge between existing communication architecture components.

Today Jung von Matt Cisco plans to integrate Jabber and Cisco Unified Communications Manager (CallManager) into Cisco Spark. Working with Cisco, it plans to leverage its existing on-premise cloud infrastructure as a storage back end. The agency is also excited to work with Cisco Spark's bot integration for more process optimization and automated interactivity, such as its SAP platform.

For a seamless user experience and to support innovative teamwork and meetings, the agency is thinking about investing in Cisco Spark Board.

“We looked into other solutions but in the end Cisco Spark best supports our communication vision in moving away from email, leveraging our existing infrastructure and automating process flows.”

Stephan Budach

Head of IT, Jung von Matt