

storyboard  
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**AGENCY PRESENTATION**

# Because brands tell stories.

We believe that stories determine how we think and act. That's why we tell them – strategically and creatively, with journalistic quality and relevant messages. For companies, brands and, above all, **for people.**

This presentation offers a carefully selected cross-section of our work. Each case study is an example of how we translate our clients' strategic goals into relevant content, always with creative flair and journalistic rigour. Enjoy discovering them!

# ADAC Motorwelt

ADAC Motorwelt is one of Europe's highest-circulation magazines and the ADAC's flagship club magazine. In 2020, storyboard worked with Burda to completely relaunch the magazine. The redesign encompassed both the content structure and the visual appearance, with high-quality, in-house produced photo and video features.

- 4 issues per year
- Available free of charge to members at ADAC offices and over 9,000 Edeka and Netto stores
- Available as a print magazine and digital e-magazine



## Services

RELAUNCH & REDESIGN | STRATEGIC CONSULTING | RESEARCH & TOPIC PLANNING  
 JOURNALISTIC TEXT PRODUCTION | ART DIRECTION | PHOTO & VIDEO PRODUCTION  
 ILLUSTRATION | PROJECT MANAGEMENT

More about the case on our website

# ADAC Urlaub

ADAC Urlaub is the central communication platform for ADAC travel agencies. The magazine inspires readers with travel destinations around the world and provides information on current travel trends. Together with Klambt, storyboard has been responsible for the entire production since 2022 – from strategic topic planning to implementation in print and digital formats.

- 6 issues per year (print & digital)
- Print run: 160,000 copies per issue
- Travel magazine with the widest reach, with approx. 820,000 readers per issue
- Available free of charge at ADAC travel agencies and can be ordered online



## Services

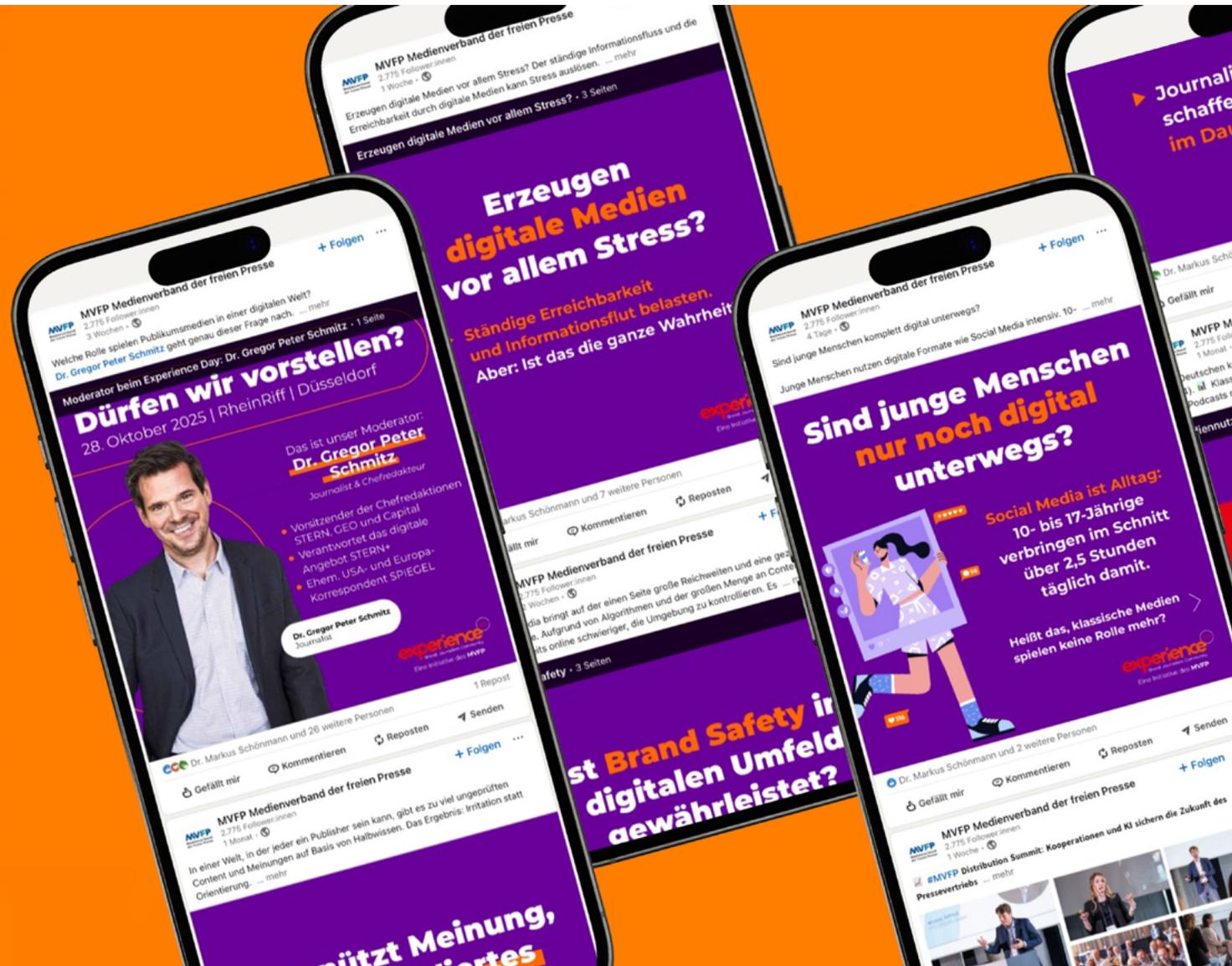
STRATEGIC CONSULTING | RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION  
 ART DIRECTION | PHOTO & VIDEO PRODUCTION | PROJECT MANAGEMENT

More about the case on our website

# MVFP Experience Day

The MVFP Experience Day is a key industry event for media professionals and decision-makers. storyboard is supporting the event with a targeted social media campaign on LinkedIn to reach relevant target groups from marketing and media and encourage them to participate.

- Campaign management from strategy to performance analysis
- Distribution via LinkedIn, paid ads, and newsletter



## Services

SOCIAL MEDIA STRATEGY & PLANNING | CONTENT CONCEPTION & CREATION  
MONITORING & ANALYSIS | NEWSLETTER INTEGRATION

More about the  
case on our website

# NEWHEALTH.GUIDE

storyboard 2023 developed the media brand NewHealth.Guide for DHD Digital Health Development AG. It provides medical professionals and decision-makers with information about digitalization in healthcare. storyboard was responsible for building the entire media world from scratch – from the conception of the magazine and podcast to the implementation of the website, newsletter, and LinkedIn presence.

- 4 issues per year
- Monthly newsletter and podcast (8 episodes to date)



## Services

MEDIA BRAND DEVELOPMENT | RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION  
 PODCAST CONCEPTION & PRODUCTION | ART DIRECTION | PHOTO PRODUCTION | SOCIAL MEDIA  
 STRATEGY | NEWSLETTER CONCEPTION | PROJECT MANAGEMENT

More about the case on our website

# BORA Magazin

BORA Magazine combines the depth of information found in a product catalog with the aesthetics of an interior design magazine. storyboard is responsible for the conception and implementation of the publication, including the complex coordination of all 15 language versions.

- 1 to 2 issues per year
- Aimed at end customers (B2C) and specialist retailers (B2B)
- Available from retailers, at trade fairs, in stores, and as an e-paper



## Services

CONCEPTUAL SUPPORT | RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION  
ART DIRECTION | PHOTO PRODUCTION | PROJECT MANAGEMENT

More about the case on our website

# Motion

Motion is the international B2B customer magazine of UNITED MACHINING SOLUTIONS. storyboard manages the entire production of the publication—from content creation and art direction to the complex coordination of the six language versions. The magazine informs customers and business partners worldwide about the company's innovations and developments.

- 1 to 2 issues per year
- Published in 6 language versions (including Chinese and Japanese)
- Worldwide distribution with a circulation of over 80,000 copies



## Services

RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION | ART DIRECTION  
 PHOTO PRODUCTION | PROJECT MANAGEMENT

More about the case on our website

# XPLR: MEDIA Magazine

XPLR: MEDIA Magazine is the industry magazine of the XPLR: MEDIA initiative in Bavaria. Since 2020, storyboard has been producing the main magazine as well as supplements for trade media such as "Journalist" and "Medium Magazin." The publications showcase the diversity and innovative strength of Bavaria as a media location through exciting case studies and opinionated personalities.

- 1 main magazine per year
- 1 to 2 supplements per year for industry magazines
- Distribution at trade fairs, events, and as supplements in trade media



## Services

RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION | ART DIRECTION  
PHOTO PRODUCTION | PROJECT MANAGEMENT

More about the case on our website

# M-Puls

As the service magazine of Stadtwerke München (SWM), M-Puls informs Munich residents about key issues affecting the city—from energy supply to mobility. storyboard handles all content production for the wide-reaching print magazine and also provides additional content for the accompanying digital magazine at swm.de.

- 4 issues per year
- Circulation: 1.1 million copies per issue
- Available free of charge on public transport and as a newspaper supplement



## Services

RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION | ART DIRECTION  
 PHOTO PRODUCTION & ILLUSTRATION | PROJECT MANAGEMENT

More about the case on our website

# WEISS Magazine

WEISS Magazine is the customer magazine of the Royal Porcelain Manufactory Berlin. storyboard conceived the magazine and has been responsible for its annual production since 2017. The focus is on insights into the traditional manufactory, high-quality photo productions, and interviews that bring the craftsmanship and close connection between KPM and the city of Berlin to life.

- 1 issue per year
- Exclusively available to members of the WEISS customer club
- Special haptics thanks to elaborate cover finishing Cover-Veredelung



## Services

CONCEPTUAL SUPPORT | RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION  
ART DIRECTION | PHOTO PRODUCTION | PROJECT MANAGEMENT

More about the  
case on our website

# Porsche CHRISTOPHORUS

As one of the oldest and most renowned corporate publications worldwide, Christophorus offers exclusive insights into the world of Porsche and provides the global community with first-class content. storyboard is responsible for the entire content production of the print magazine, including the preparation of all content for the Christophorus website. Until the end of 2024, storyboard was also responsible for the conception and implementation of the digital video format 9:11 Magazine.

- 4 issues per year
- Published in 12 languages



## Services

RESEARCH & TOPIC PLANNING | JOURNALISTIC TEXT PRODUCTION | ART DIRECTION  
INTERNATIONAL PHOTO PRODUCTION | CONCEPT & MANAGEMENT OF VIDEO PRODUCTION  
(9:11 MAGAZINE) | PROJECT MANAGEMENT

More about the  
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# The next step? An initial exchange.

You have gained an insight into our work. Now we are curious about your goals and challenges. Let us find out in a non-binding conversation how we can strengthen your brand with the right story.



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