



## Press Release

# No egos. No silos. No nonsense. smart brings the future of coopetition to life with smart FLUX.

**In a revolutionary new approach, three of the leading European agencies have decided to join forces in shaping the future of mobility. Partnering with smart, they will create smart FLUX, an innovative communications group promoting the all-new smart range of mobility solutions, starting with the launch of the upcoming smart SUV in the compact car segment. FLUX symbolizes the way the partners are thinking, working and innovating as collective, with expertises flowing into each other. Focusing on the end-to-end experience, smart FLUX brings together the best talents to write the next chapter of the smart success story. Driven by intrinsic motivation to constantly question the status quo for more impactful success across disciplines, something new is constantly emerging. All the agencies will work like a virtual company with the joint responsibility for efficiency and the management of the budget towards joint KPIs for the optimum result.**

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**Leinfelden-Echterdingen, January 18, 2022.** After nine months of an intense selection process, smart Europe has chosen Dept, Ketchum and Kolle Rebbe, part of Accenture Interactive, as partners in their new communications team.

With smart radically changing its marketing to a customer-centred, data-first, hyper-personalised approach, smart FLUX will have no boundaries between partners to achieve maximum impact: Everyone contributes, no-one is limited to their core area of expertise. “We consequently follow our direction to take a new path – disruptive, integrated and success-driven. We take the set-up very seriously and our aim is to establish a long-lasting partnership where we are on eye-level. In the smart Europe organisation, there are no silos around digital, marketing and PR to ensure a holistic end-to-end experience – and that’s also the case at smart FLUX,” says Björn Schick, Director CX & Member of the Executive Board at smart Europe GmbH.

“Together we work on the best solutions, along clear, binding, overarching targets. All partners are equal in this set-up – the agencies among themselves, but also we as the client,” Julia Brehm, Head of PR & Communications at smart Europe GmbH, continues. “For us, there are no boundaries, neither in our thinking, nor in our concepts, nor in execution. Since our vision of this communications team only works if all partners lose or win together, a common KPI set lays the ground for everything we do,” Stella Yao Yue, Head of Marketing at smart Europe GmbH, reinforces.

With smart FLUX, smart Europe is committed to sustained cooperation: The new team will work together in this constellation long-term to jointly drive brand and business impact. To

**smart Europe GmbH**

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Geschäftsführer/Managing Directors: Dirk Adelman, Martin Günther

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achieve the common KPI set, smart FLUX has the authority for joint resource allocation including all media spend.

Effective immediately, all communication for the European market will be developed and directed from smart FLUX. For impactful orchestration of the market launch, the smart FLUX colleagues are acting collectively as a lean, efficient network aiming for strong market interaction instead of pure market steering.

The initial challenge for smart FLUX will be the world premiere of the new smart SUV, which is scheduled for the first half of 2022. This will subsequently be followed by a pre-order campaign starting in the third quarter of 2022, followed by the start of sales end of 2022.



From left to right: Lennart Wittgen, Julia Brehm, Simone Hoch, Björn Schick, Josephine Gerves.  
The presented situation took place in compliance with the respective COVID-19 guidelines as well as daily updated tests.

### >> Dept on smart FLUX

“Agility, speed and transparency, while focussing on end-to-end experiences that combine technology and marketing, is rare to find. It’s great that together we can enable smart to build this bridge to achieve their business goals”, says Josephine Gerves, Managing Director at Dept. Adding: “Working in a truly collaborative team, where everyone thinks beyond the horizon of their own discipline, is refreshing, fun and inspiring.”

### >> Ketchum on smart FLUX

“We are proud to be a shaping and driving part of smart FLUX, redefining the way communication is developed and implemented – especially since we do not position ourselves in an attention economy only, but in the decision-making economy. A strictly impact-orientated and measurable definition of success – as it is given with smart FLUX –

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also reflects our understanding of visionary communication”, says Simone Hoch, Chief Client Officer at Ketchum in Germany.

**>> Kolle Rebbe, part of Accenture Interactive, on smart FLUX**

“smart is an icon of mobility with its revolutionary and radical approach. Shaping its next chapter together with our partners is a wonderful task. Transforming marketing end-to-end to create the best brand experiences for our customers can only be achieved if we stand together behind this joint goal”, says Lennart Wittgen, Managing Director at Kolle Rebbe, part of Accenture Interactive. “To integrate strategy, implementation and now creativity gives us the chance to holistically support smart on their way into the next decade.”

In their manifesto the four partners of smart FLUX agree: **“No egos. No silos. No bullshit. smart’s success is our joint success.”**

For further information about smart, please visit <https://media.smart.com/eu>.

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**About smart Europe GmbH**

smart Europe GmbH was founded in June 2020 as a wholly owned subsidiary of smart Automobile Co., Ltd. Based in Leinfelden-Echterdingen, near Stuttgart, smart Europe’s international team is responsible for all sales, marketing and after-sales activities for the next generation of smart vehicles, products and services of the smart brand in the European market. With Dirk Adelman as CEO and Martin Günther as CFO, the company is developing its full potential in Europe with a highly efficient and customer-oriented business model. smart Automobile Co., Ltd. was established as a global joint venture between Mercedes-Benz AG and Geely Automobile Co., Ltd. The aim is to position smart as a leading provider of intelligent electric vehicles in the premium segment. The first SUV model will be presented in 2022.

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#### **About smart FLUX**

smart FLUX is the name of the new end-to-end experience group for smart Europe GmbH, jointly founded in 2022 by smart, Dept, Ketchum and Kolle Rebbe, part of Accenture Interactive. FLUX is inspired by Fluxus, a movement to create new collective forms of life as everything is possible, everything flows, everything is constantly changing.

#### **About Dept**

Dept is a global digital agency, pioneering tech and marketing to help brands stay ahead. Dept creates integrated end-to-end digital experiences on a global scale with a boutique culture. Dept's team of over 2,500 digital specialists span 30+ offices across 5 continents, working for top brands like Google, Samsung, KFC, Philips, Twitch, Patagonia, TikTok and more. [www.deptagency.com](http://www.deptagency.com)

#### **About Ketchum**

Ketchum in Germany includes the agency brands Brandzeichen, Emanate, and Ketchum. As one of the leading communications consultancies, Ketchum today serves around 150 clients throughout Germany, including numerous companies listed in the DAX 50 or Euro Stoxx 50 indices, as well as ministries and non-profit organizations. At six German agency locations, the consultants develop and implement data-based strategies and creative programs for the entire spectrum of corporate and brand communication. Ketchum sees itself as a strategic and operational partner to its clients in building and expanding their brands and their reputation with media, influencers, and consumers, in conquering new markets, in dynamic change processes and digital transformation, in overcoming crises, and in engaging with society and politics. As part of the global Ketchum network, the company is present in more than 70 countries on six continents and is part of the DAS Group of Companies within the Omnicom Group. [www.ketchum.de](http://www.ketchum.de)

#### **About Kolle Rebbe, part of Accenture Interactive**

Kolle Rebbe has been one of Germany's most creative communications agencies for more than 25 years. In the middle of Hamburg's Speicherstadt, people from 20 nations create brands, invent products and support start-ups. Since 2018, Kolle Rebbe has been part of Accenture Interactive, the largest digital agency in the world. Accenture Interactive is reimagining business through experience. We drive sustainable growth by creating meaningful experiences that live at the intersection of purpose and innovation. By connecting deep human and business insights with the possibilities of technology, we design, build, communicate and run experiences that make lives easier, more productive and rewarding. Accenture Interactive is ranked the world's largest digital agency by Ad Age and has been named a Most Innovative Company by Fast Company. To learn more, follow us @AccentureACTIVE and visit [www.accentureinteractive.com](http://www.accentureinteractive.com)

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