


THE FAST AND THE FURIOUS:
BRAND DRIFT

JUNGvMATT

CHAPTER 1
INTRO


JUNGvMATT
ICED
MATCHA
LATTE


Claus Bakery
Cheesecake Factory
Cheesecake
BREAKFAST · BRUNCH


BEBIDAS FAVORITAS
ICED DRINKS
ICED MATCHA SERIES
ICED MATCHA LATTE
ICED MATCHA VANILLA NO SUGAR
ICED MATCHA MANGO
ICED MATCHA STRAWBERRY
ICED MATCHA PISTACHIO
ICED LATTES & CHAI SERIES
ICED VANILLA LATTE NO SUGAR
ICED CARAMEL LATTE
ICED PISTACHIO LATTE
ICED BAILEYS LATTE
ICED BOMBÓN LATTE
ICED CHAI LATTE
ICED CHAI VANILLA NO SUGAR


Factory
CHOOSE YOUR MILK

JUNGvMATT

How brands get lost in the middle

JUNGvMATT

Do brands get lost in the middle?

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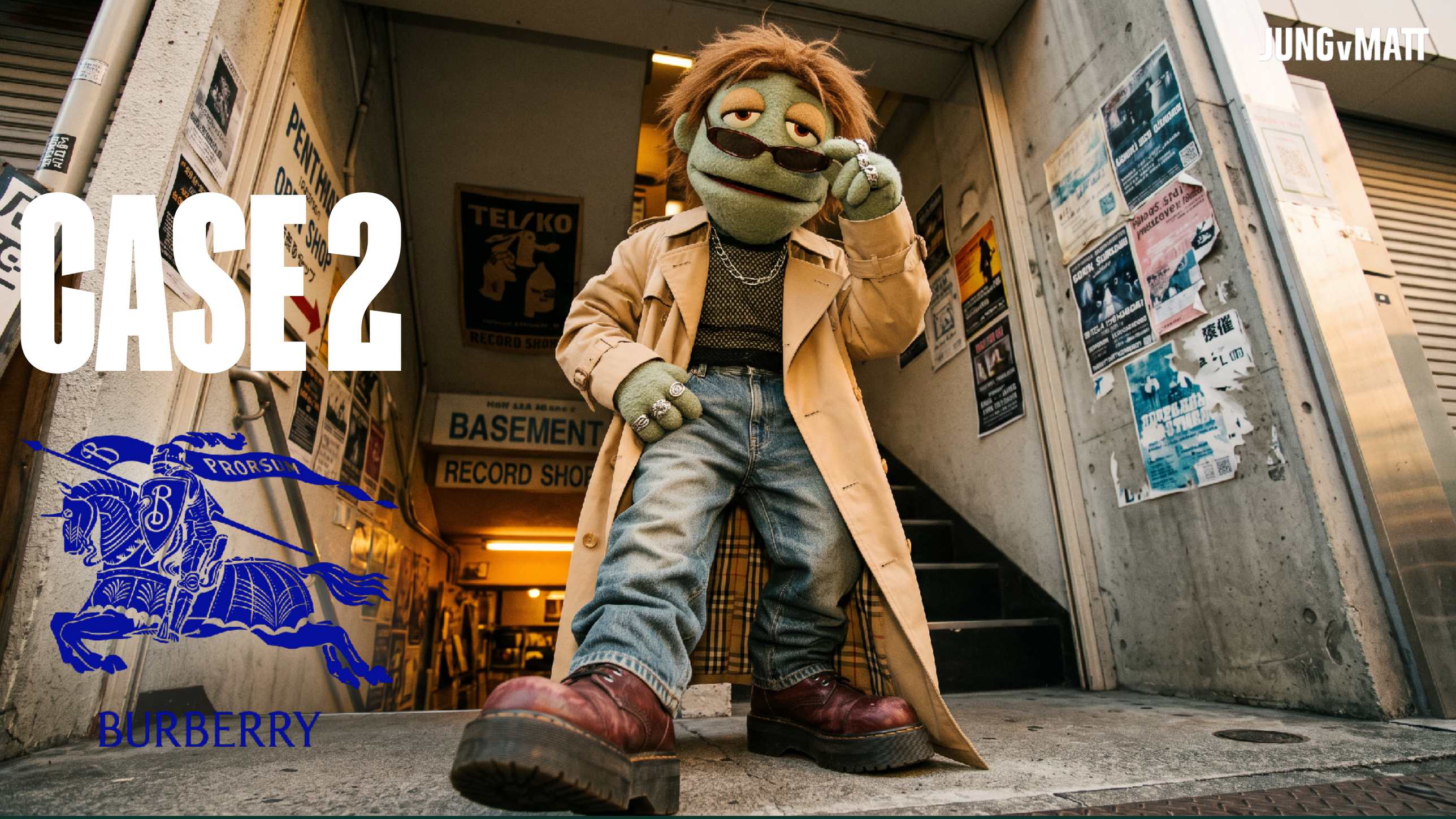
CHAPTER 2

BRANDS CAN CHANGE

JUNGvMATT

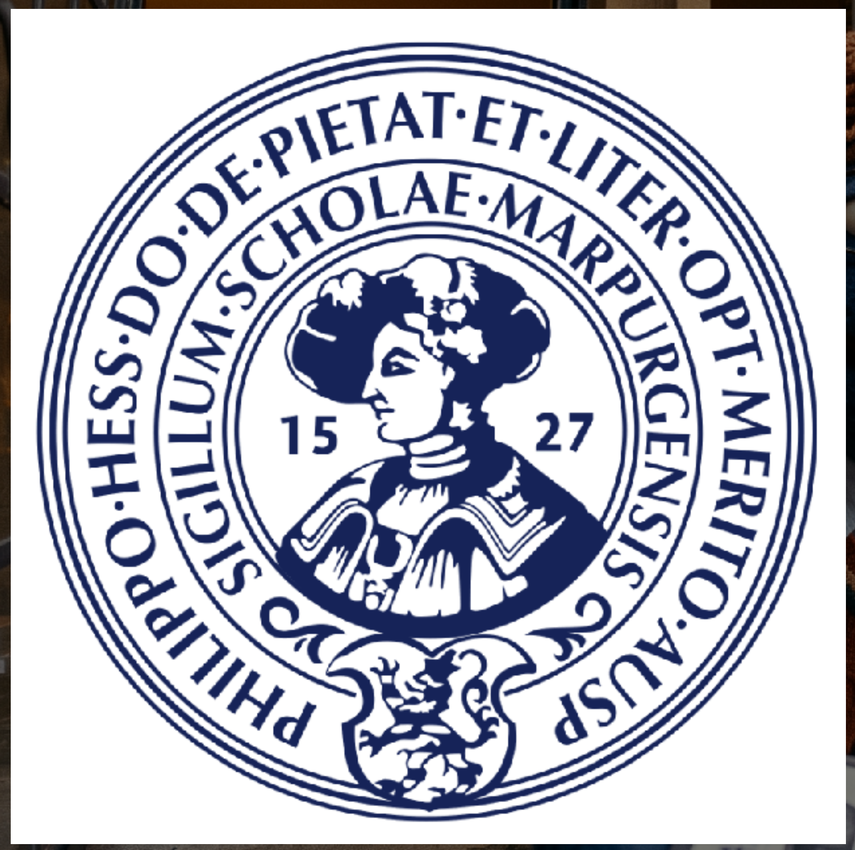


CASE1


JUNGvMATT
CASE2
PRORSUM
BURBERRY
TELIKO
RECORD SHOP
BASEMENT
RECORD SHOP


JUNGvMATT
CASE 3
PHILIPPO·HESS·DO·DE·PIETAT·ET·LITER·OPT·MERITO·AUSP
SIGILLUM·SCHOLAE·MARPURGENSIS
15 27
MIXTAPE
RADIO MIX

JUNG v MATT


PHILIPPO·HESS·DO·DE·PIETAT·ET·LITER·OPT·MERITO·AUSP
SIGILLUM·SCHOLAE·MARPURGENSIS
15 27


PHILIPPO·HESS·DO·DE·PIETAT·ET·LITER·OPT·MERITO·AVSP·
SIGILLVM·SCHOLAE·MARPVRGENSIS·
15 27

CASE 1



CULTURAL SHIFT

CASE 2



FRAGMENTATION

CASE 3



DECISION

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CHAPTER 3

WHAT HAPPENS WHEN BRANDS CHANGE


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CONSISTENCY GETS REWARDED

Consistent Creative Foundations

SAATCHI & SAATCHI



1989



1994



2000



2018



2024

adam&eveDDB



2017



2019



2021



2023



2024

Consistent Insight Driven Positioning

Long-Running Creative Idea

Creative Team/Agency Tenure

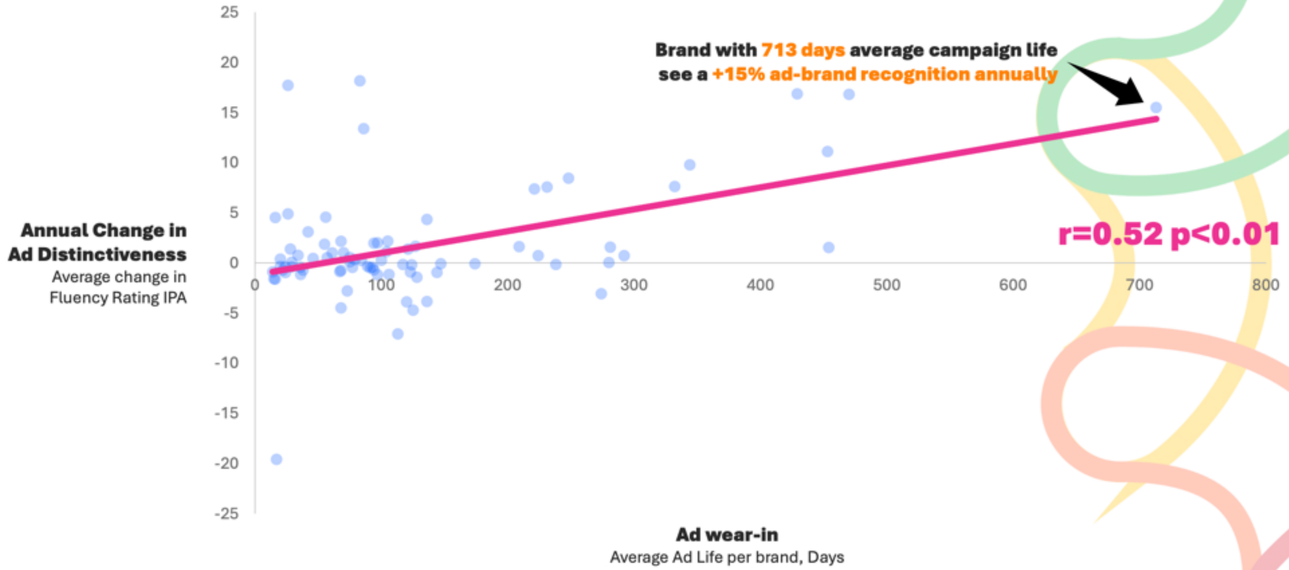
System1 Create with Confidence

IPA

The Power of COMPOUND CREATIVITY

JUNGvMATT

Brands that allow wear in **build higher ad distinctiveness** each year



System1 Create with Confidence | IPA

80 UK brands matched to 4,000+ UK TV ads in System1's Test Your Ad Database. Fluency Rating = % correct brand recall after viewing an ad, average change per year.

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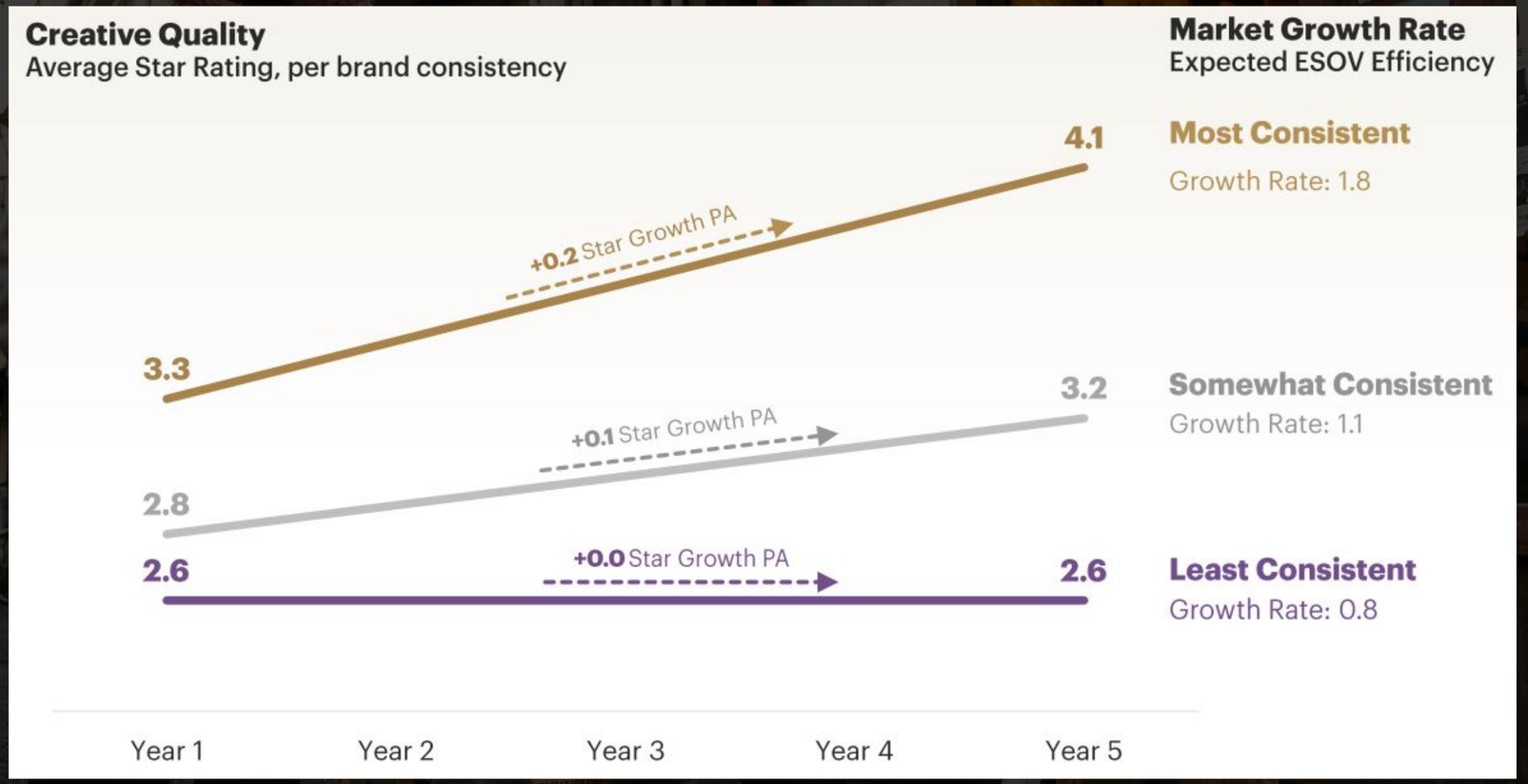
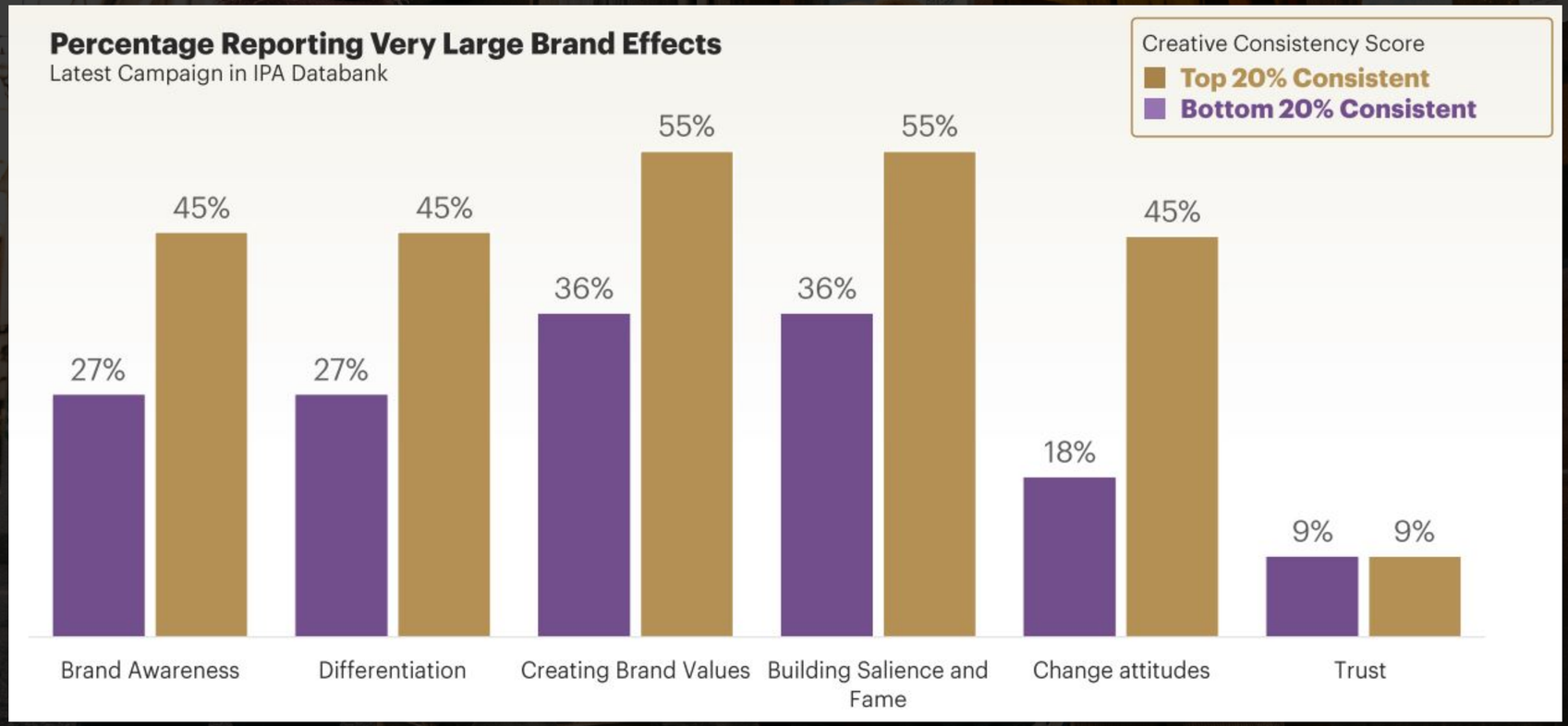
Consistency compounds creativity



https://ipa.co.uk/news/creative-consistency

JUNGvMATT

Consistent brands are stronger brands



https://ipa.co.uk/news/creative-consistency

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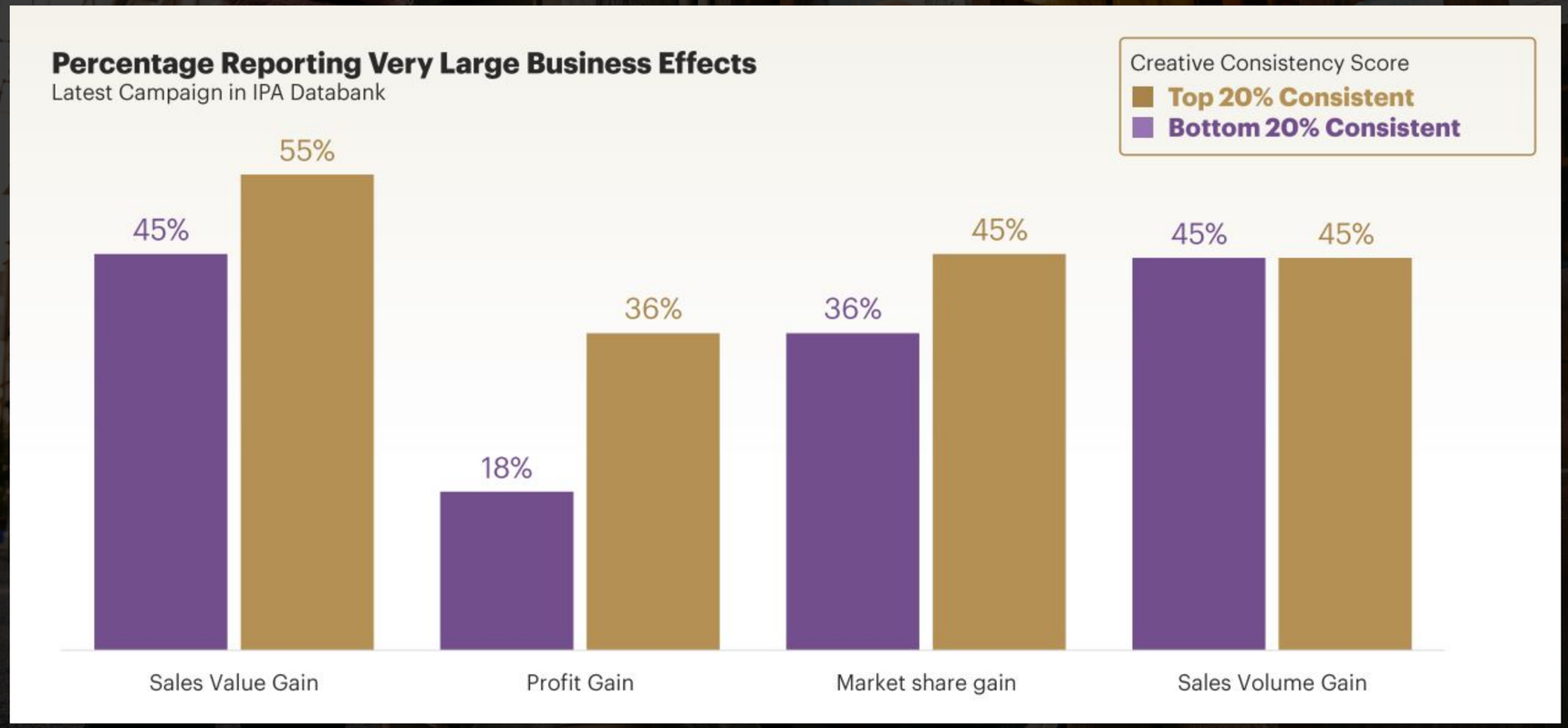
Consistent brands are stronger brands



https://ipa.co.uk/news/creative-consistency


JUNG MATT
STRONG EMOTIONS

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jaguar · Follow

pedrinho_uk



30w 3,064 likes Reply

View replies (3)

ceron.exh.emil



30w 270 likes Reply

43.8K likes

March 18

Add a comment... Post

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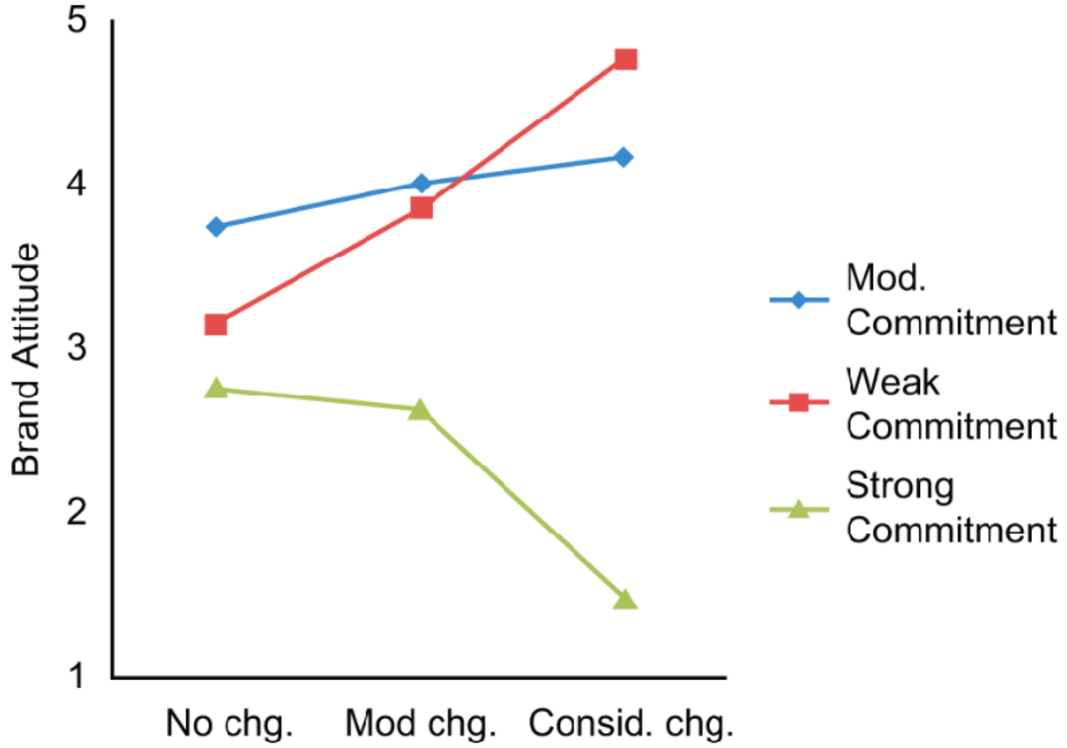
Figure 2 Interaction of brand commitment and degree of change condition on post-exposure brand attitude



Do Logo Redesigns Help or Hurt Your Brand?

https://www.researchgate.net/publication/228137545_Do_logo_redesigns_help_or_hurt_your_brand_The_role_of_brand_commitment


SMALL
BRANDS
BIG
BRANDS
JUNGvMATT

JUNGvMATT

Take away

Consistency compounds
Change can trigger resistance
Context decides

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Consistency is not sameness.

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CHAPTER 3

ARTIFICIAL INTELLIGENCE





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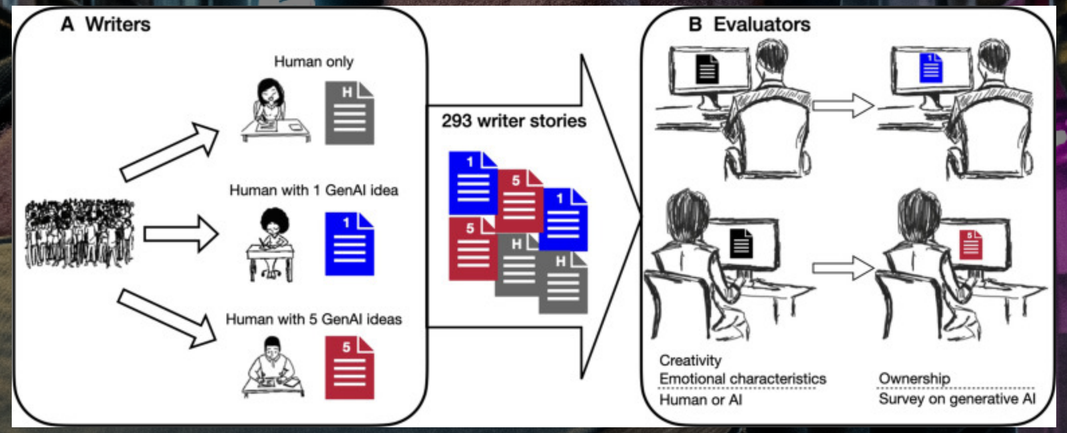
COPYWRITING
JUNGvMATT



Die spannende Aussage lautet: „Mehr Ideen machen nicht automatisch besser." Bessere Einzelstücke können mit weniger Vielfalt im Gesamtbild einhergehen.

https://pmc.ncbi.nlm.nih.gov/articles/PMC11244532/

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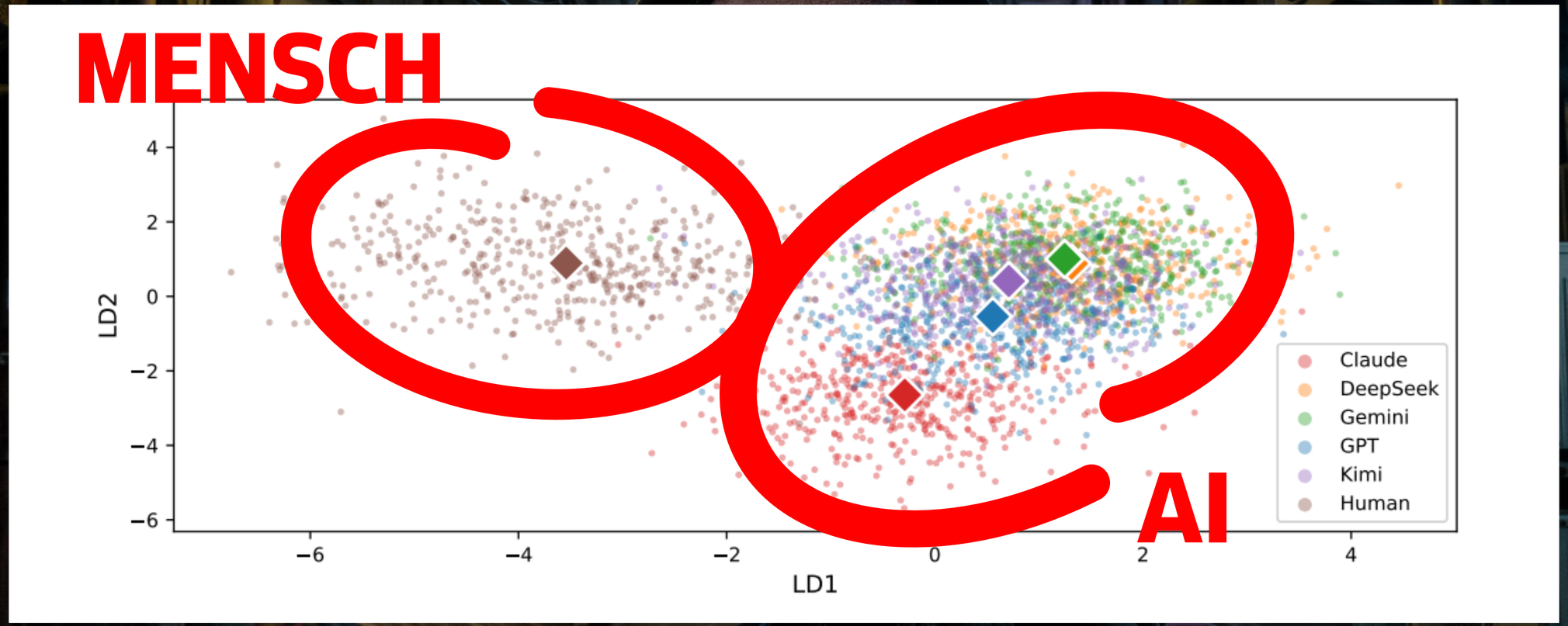
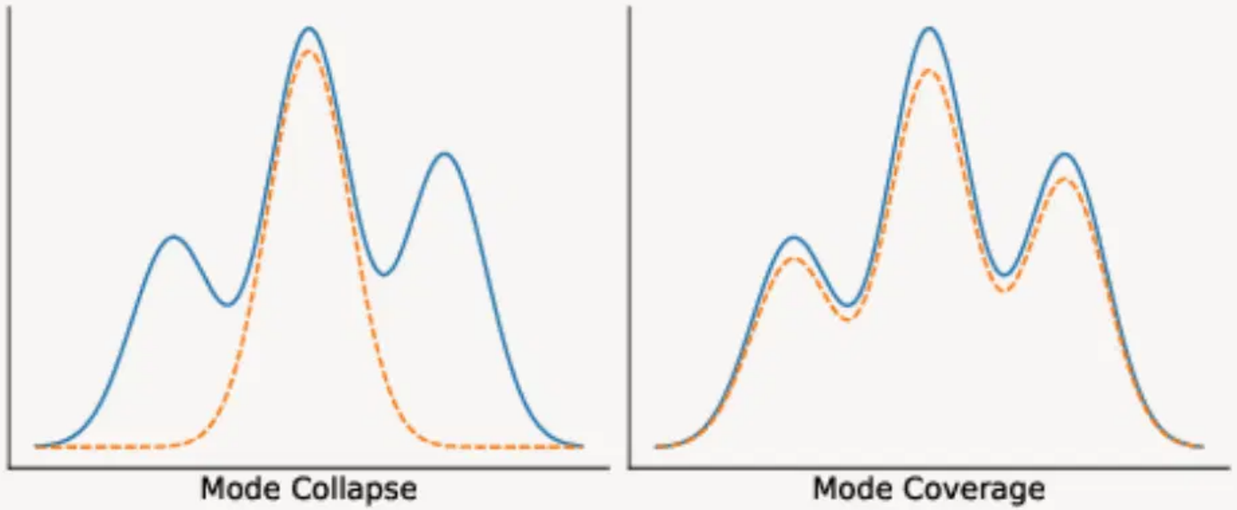


StoryScope: Investigating idiosyncrasies in AI fiction (2026)



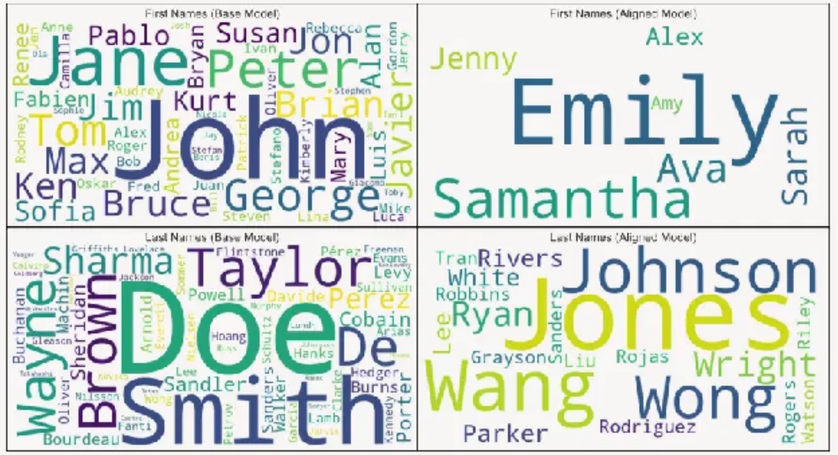


Figure 1. Word cloud of first and last names of the synthetic customers generated by the base and aligned models.

Die spannende Aussage lautet also nicht: KI macht weniger Vielfalt, sondern: Bessere Einzelstücke können mit weniger Vielfalt im Gesamtbild einhergehen.

Creativity Has Left the Chat: The Price of Debiasing Language Models

https://arxiv.org/abs/2406.05587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VISUAL
IDENTITY

JUNGvMATT

YouTube DE

Search

Create



Coca-Cola | Holidays Are Coming

Coca-Cola

4.82M subscribers

Subscribe

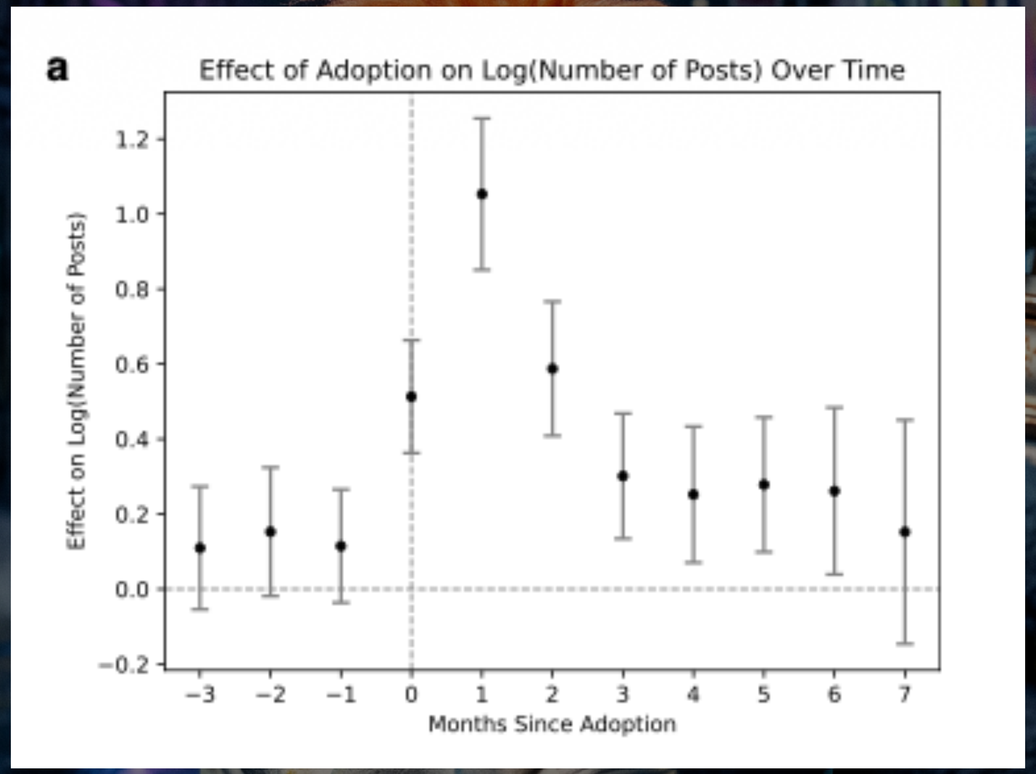
17K

Share

Save

Download

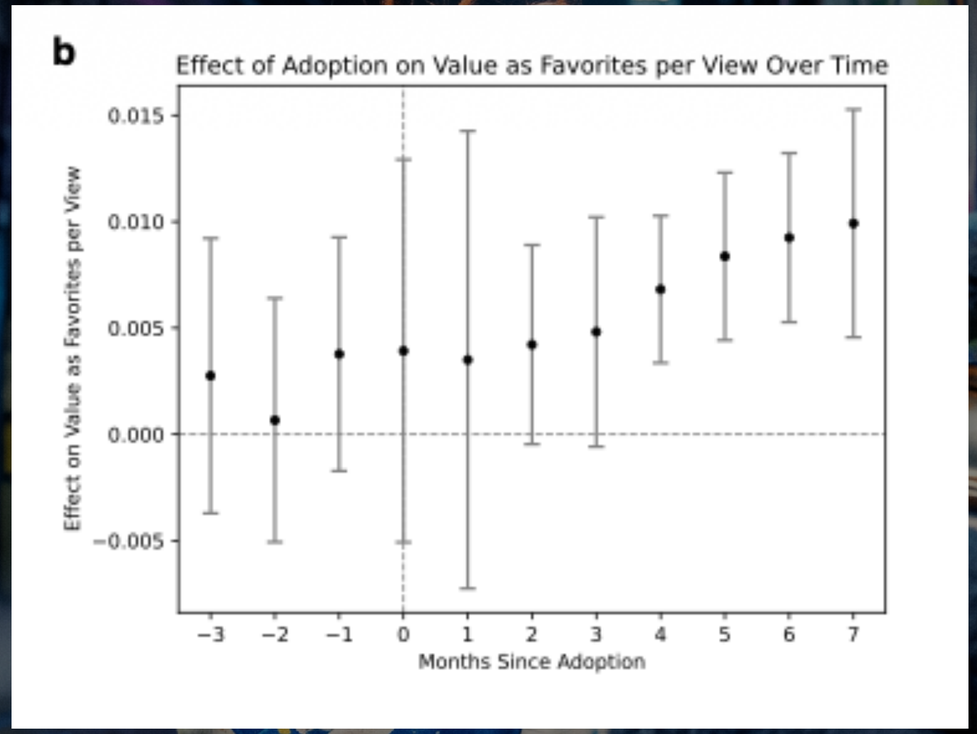
JUNGvMATT



Generative artificial intelligence, human creativity, and art

https://doi.org/10.1093/pnasnexus/pgae052

JUNGvMATT



Generative artificial intelligence, human creativity, and art

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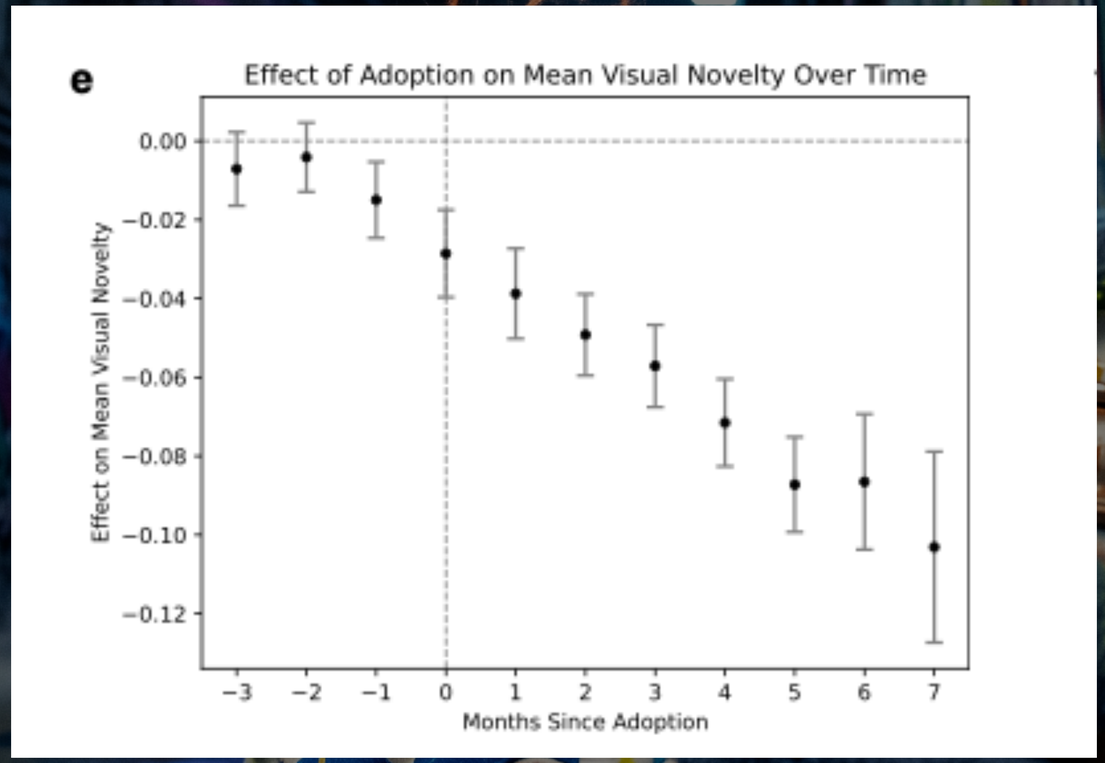

Generative artificial intelligence, human creativity, and art

https://doi.org/10.1093/pnasnexus/pgae052

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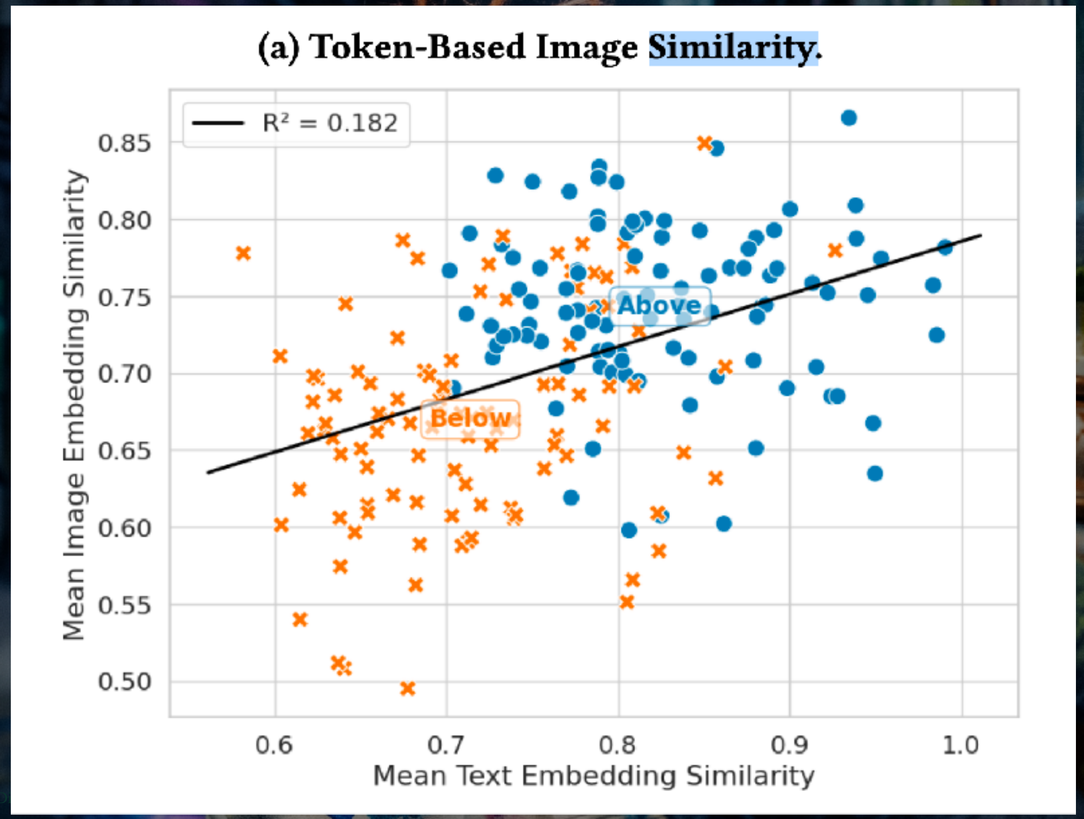


Exploring Language Patterns of Prompts in Text-to-Image Generation and Their Impact on Visual Diversity

https://arxiv.org/pdf/2504.14125


put a label on it
JUNGvMATT

JUNGvMATT

Felix Leber · Sie
Senior AI Engineer bei Jung von Matt | Dozent Web Engineering an der DHB...
21. Sep.

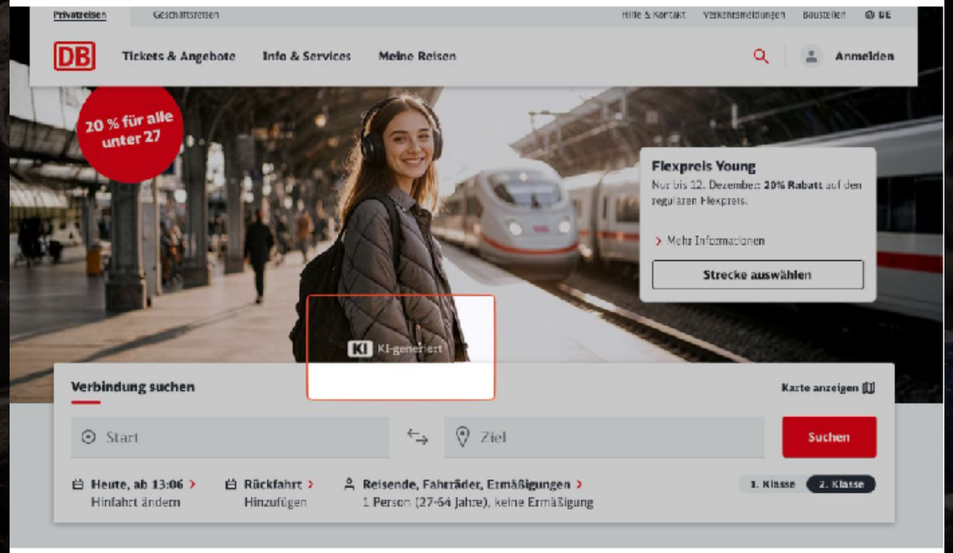
Die Deutsche Bahn macht es vor

Wir erhalten oft von Kunden die Frage: Muss ich Bilder auch dann kennzeichnen wenn sie auf meiner eigenen Website sind?

Die Bahn hat das KI-Label ganz zentral platziert. Es ist das allererste was man auf der Seite sieht.

Natürlich habe ich mich gefragt ob man da vielleicht auch ein Foto hätte nehmen können bei dem kein Label notwendig gewesen wäre... andererseits stört es auch nicht.

Wie ist eure Meinung?

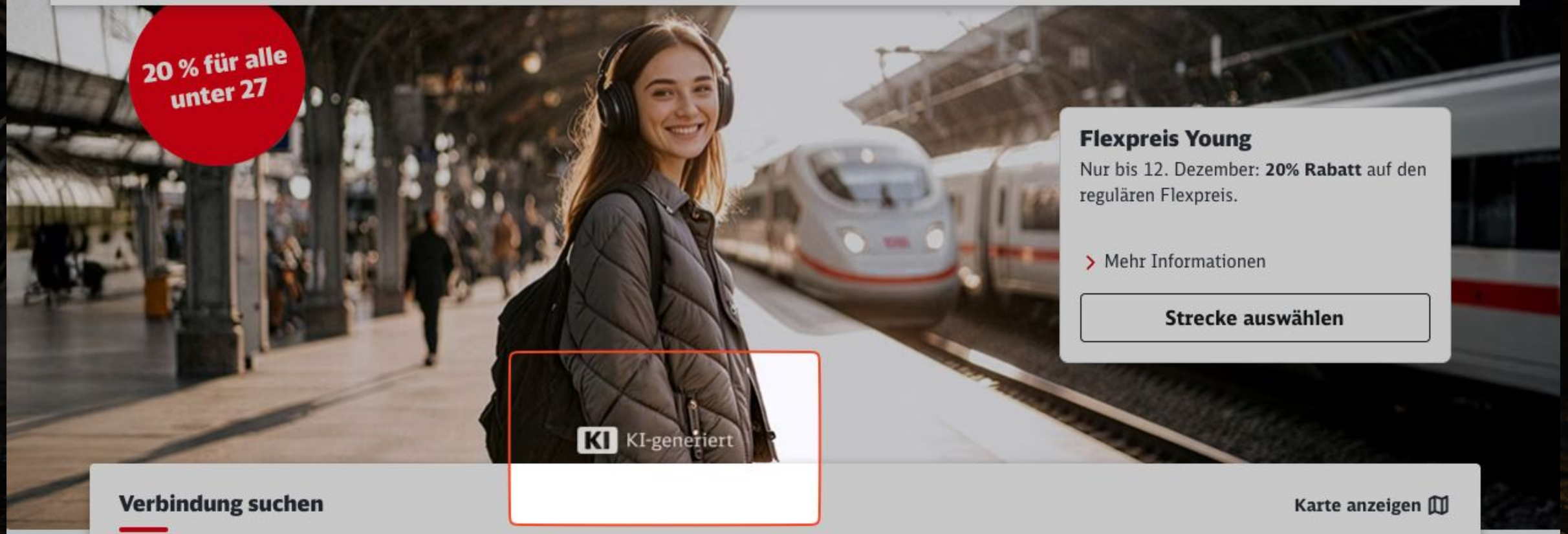


75 51

108,830 Impressions Analysedaten anzeigen

Privatreisen | Geschäftsreisen | Hilfe & Kontakt | Verkehrsmeldungen | Baustellen | DE

DB | Tickets & Angebote | Info & Services | Meine Reisen | Anmelden



Flexpreis Young

Nur bis 12. Dezember: **20% Rabatt** auf den regulären Flexpreis.

> Mehr Informationen

Strecke auswählen

Verbindung suchen

Karte anzeigen

Start | Ziel | Suchen

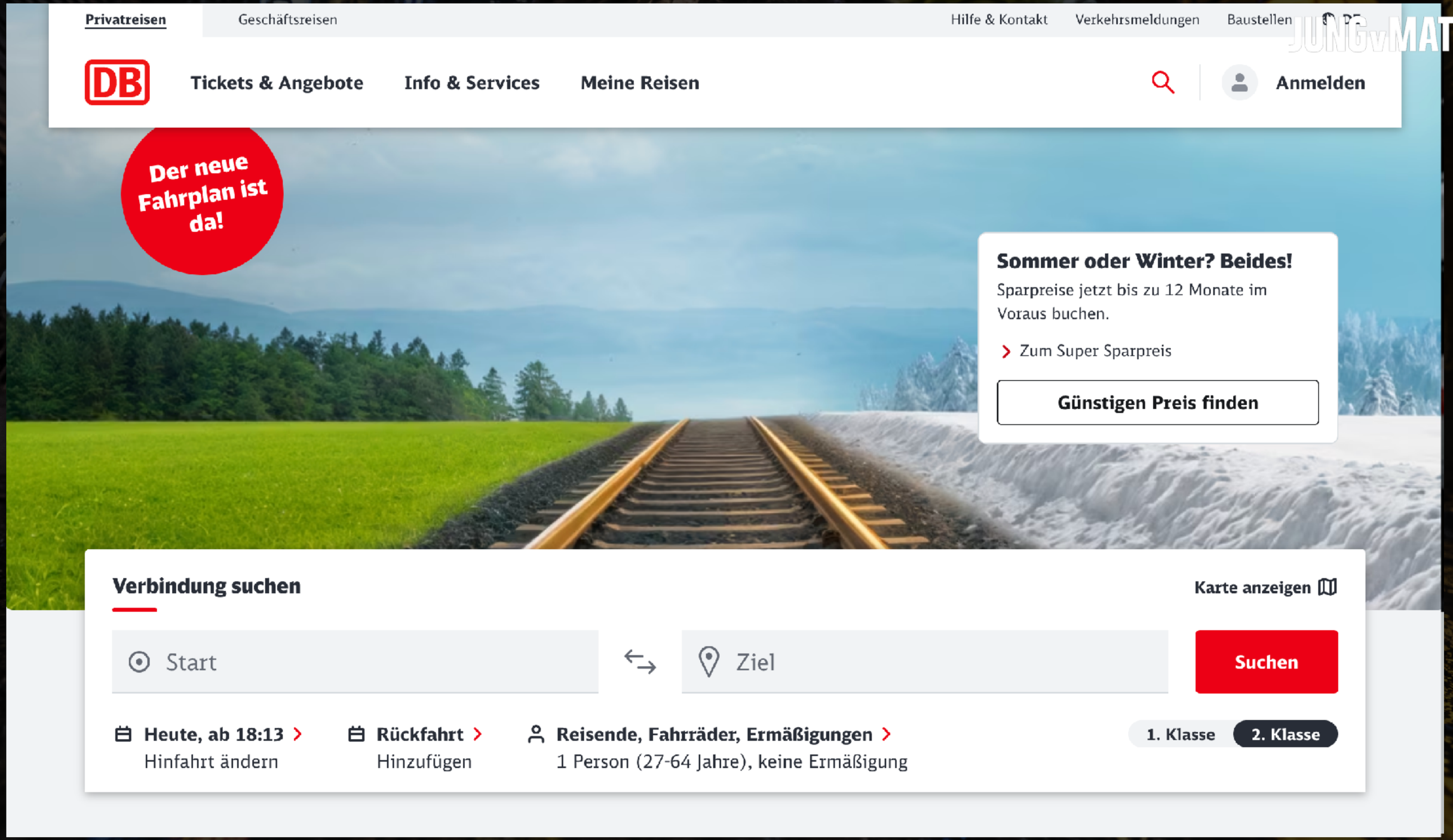
Heute, ab 13:06 >
Hinfahrt ändern

Rückfahrt >
Hinzufügen

Reisende, Fahrräder, Ermäßigungen >
1 Person (27-64 Jahre), keine Ermäßigung

1. Klasse | 2. Klasse

JUNG v MATT


Privatreisen
Geschäftsreisen
Hilfe & Kontakt
Verkehrsmeldungen
Baustellen
DE
JUNGvMATT
DB
Tickets & Angebote
Info & Services
Meine Reisen
Anmelden
Der neue Fahrplan ist da!
Sommer oder Winter? Beides!
Sparpreise jetzt bis zu 12 Monate im Voraus buchen.
Zum Super Sparpreis
Günstigen Preis finden
Verbindung suchen
Karte anzeigen
Start
Ziel
Suchen
Heute, ab 18:13
Hinfahrt ändern
Rückfahrt
Hinzufügen
Reisende, Fahrräder, Ermäßigungen
1 Person (27-64 Jahre), keine Ermäßigung
1. Klasse
2. Klasse

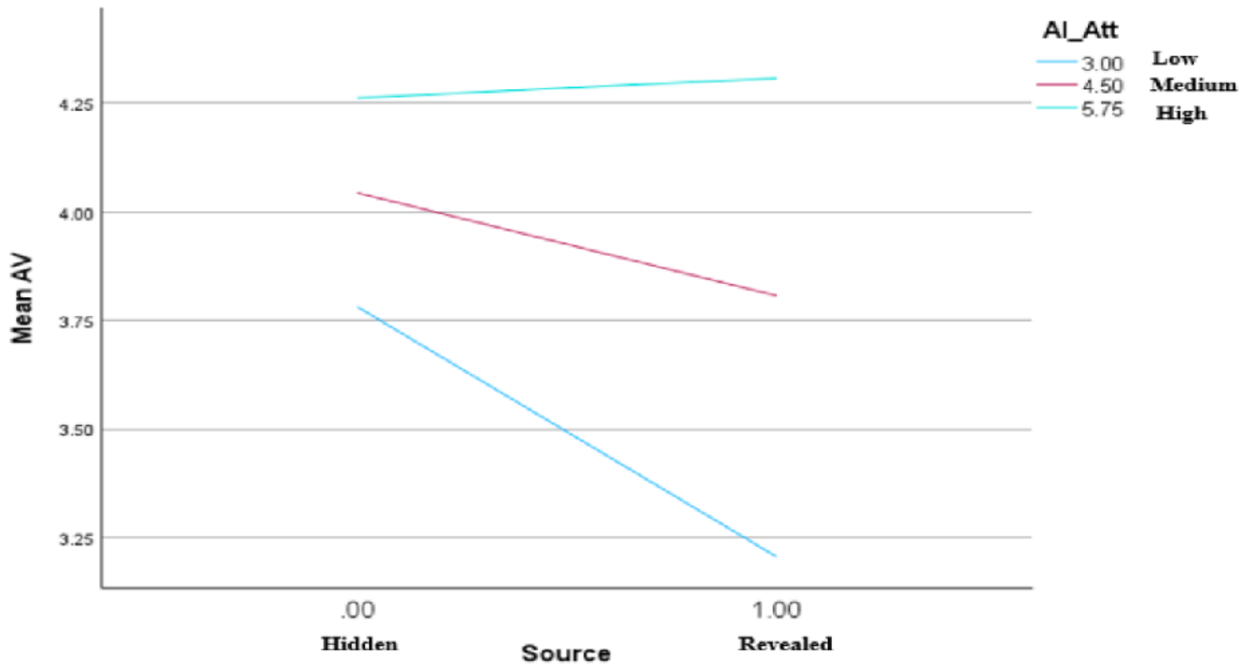
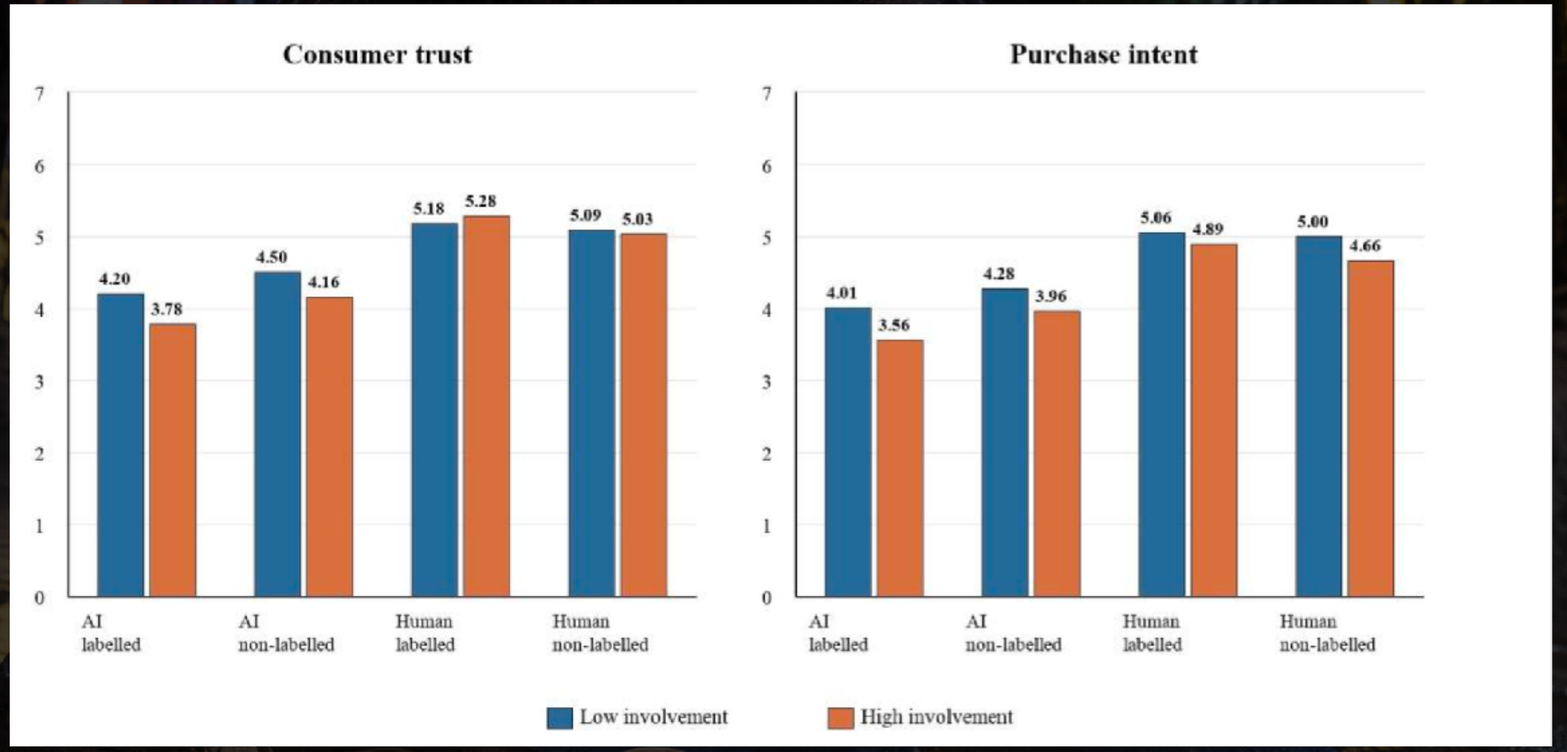


Figure 2. Interaction effects among AI source, AI attitudes, and advert value ***(Source: Author's own work)***

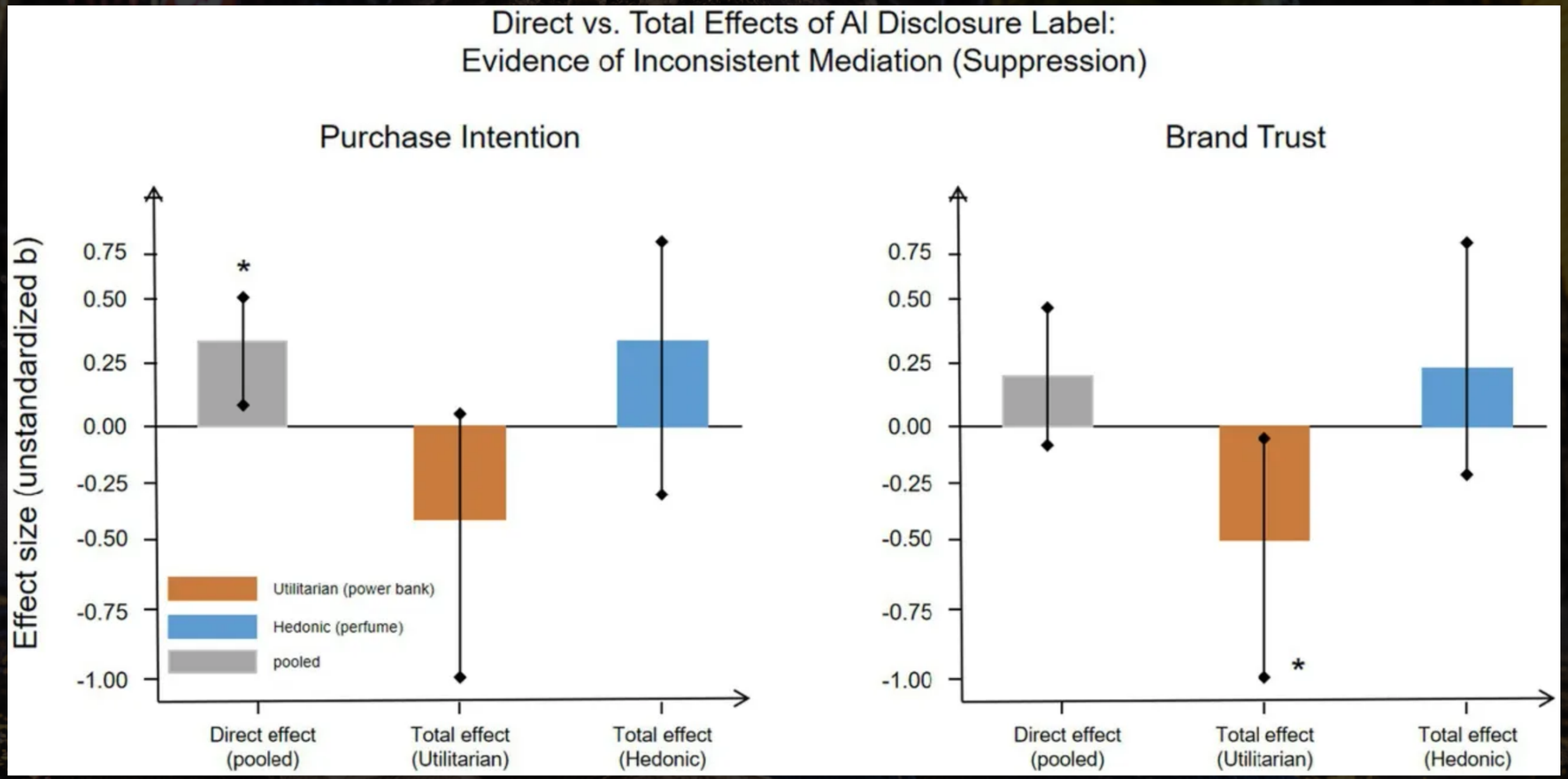
Examining the effect of AI advertising involvement disclosure on advertising value and purchase intentions

https://ray.yorksj.ac.uk/id/eprint/12761/



Consumer Responses to AI-Generated Fashion Models: The Roles of Labelling and Product Involvement

https://irjems.org/Volume-5-Issue-8/IRJEMS-V5I8P109.pdf



Beyond the label itself: how disclosed content shapes consumer responses to AI-generated product imagery in E-commerce

https://www.frontiersin.org/journals/computer-science/articles/10.3389/fcomp.2026.1860932/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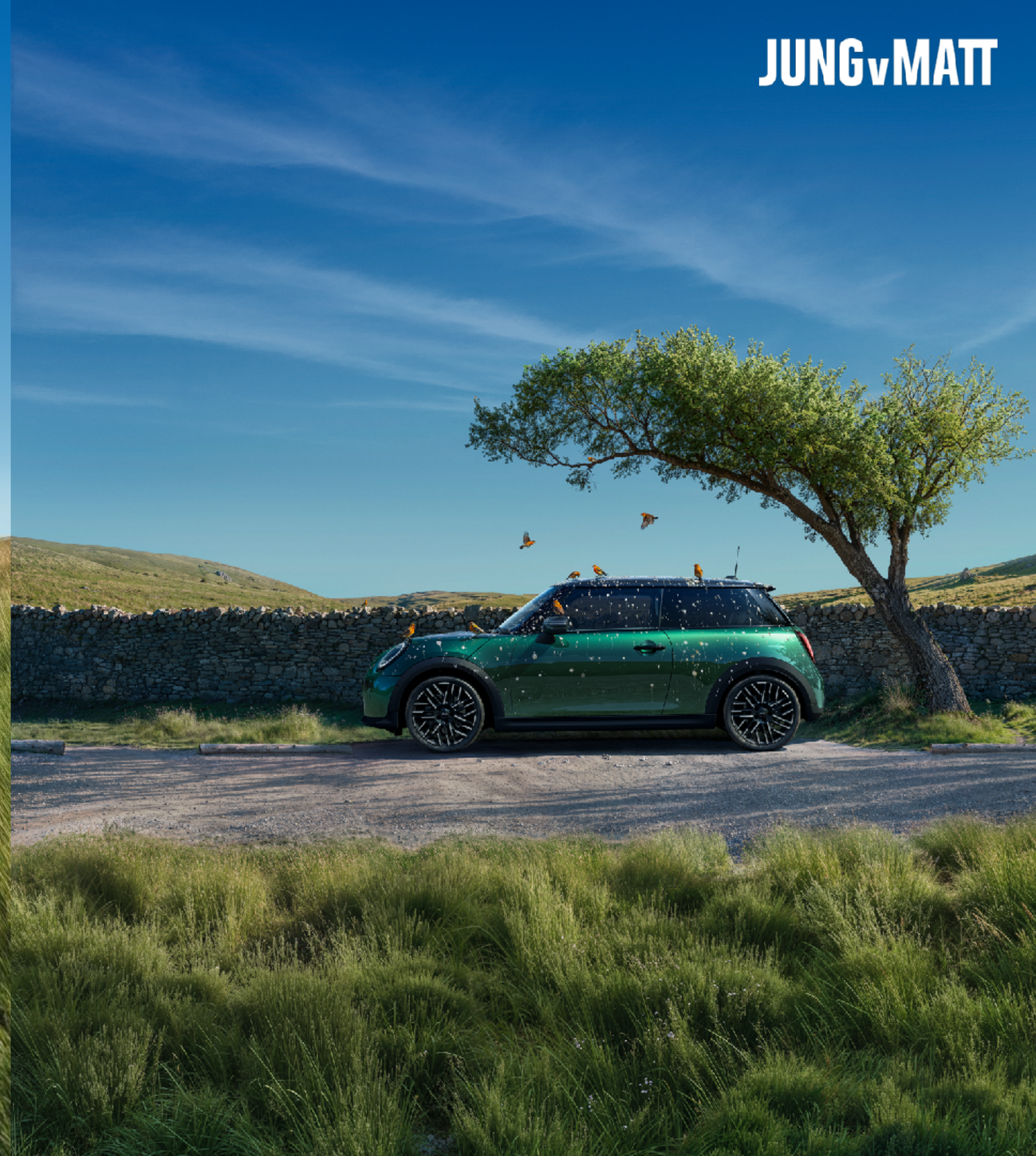
HOW WE APPROACH IT AT
JUNGvMATT

JUNGvMATT

KURATIERUNG


Y125 ICE
MINI


JUNGvMATT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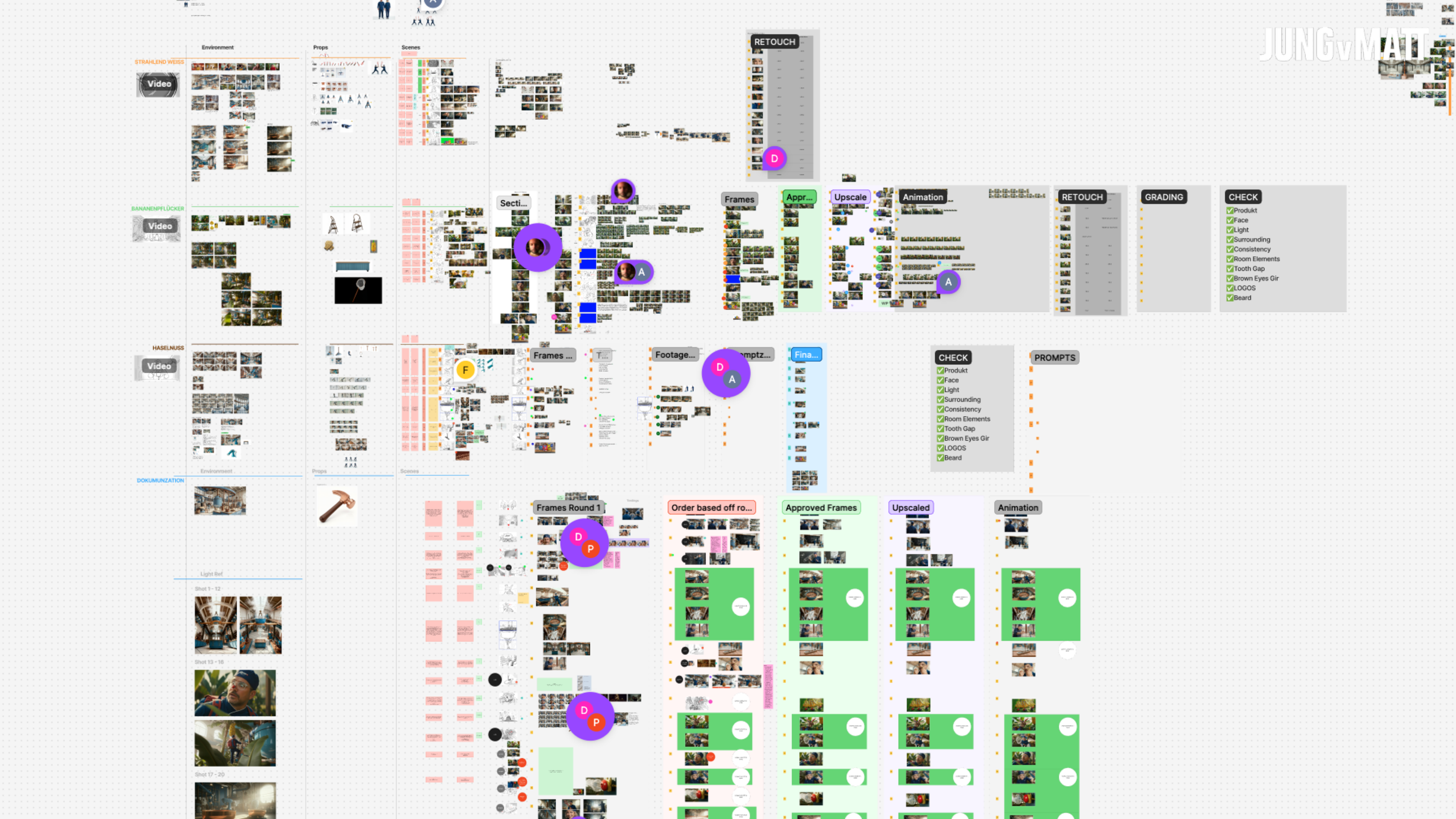
JUNGvMATT
STRAHLEND WEISS
Video
BANANENPFLÜCKER
Video
HASELNUSS
Video
DOKUMUNZATION
Environment
Props
Scenes
RETOUCH
Frames
Appr...
Upscale
Animation
RETOUCH
GRADING
CHECK
Produkt
Face
Light
Surrounding
Consistency
Room Elements
Tooth Gap
Brown Eyes Gir
LOGOS
Beard
Frames ...
Footage...
Fina...
CHECK
Produkt
Face
Light
Surrounding
Consistency
Room Elements
Tooth Gap
Brown Eyes Gir
LOGOS
Beard
PROMPTS
Light Ref
Shot 1 - 12
Shot 13 - 16
Shot 17 - 20
Frames Round 1
Order based off ro...
Approved Frames
Upscaled
Animation

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OWN THE TOOLS
&
OWN THE PROCESS





A1 POSTERS: AI SLOP + TYPO IMAGE PAIRED TOGETHER. 12 VARIANTS.

JUNG v MATT

CARGO
BRAND-NATIVE AI

Search assets...

MA Marcus Aurelius
PRO PLAN

- Dashboard
- Create
- Campaigns
- Asset Library
- Audiences
  - Segments
  - Simulator
- Trend Center
- Brand Profile
- Cargo Bay 3
- Performance

AGENCY

- All Clients
- Prompt Library
- Brand Engine
- Team

+ New Asset

- Settings
- Support

Welcome to Cargo, Marcus. Your brand is ready.

BRAND IDENTITY: 100%

Your brand profile for Greenfield Organics was analyzed successfully. We extracted your design DNA, tonality, and asset structure. You can now create on-brand content in seconds.



Create Image

Generate photorealistic assets that match your brand lighting and style exactly.

START CREATING →



Plan Campaign

Build consistent multi-channel campaigns based on your marketing goals.

OPEN HUB →



Write Content

Texts for social media, blogs, or ads that sound like your team — only faster.

START WRITING →

Next Steps for Your Setup

2 TASKS REMAINING

Define Brand Voice
Your tone was extracted from your website.
COMPLETED

BRAND INSIGHTS

Your Brand Pulse

Based on your 2.4k indexed assets, your brand is strongest in

JUNGvMATT

CHAPTER 3

WHAT'S NEXT?

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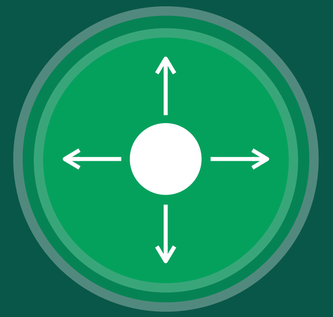
AUTONOMOUS BRAND

BRAND IMPACT:

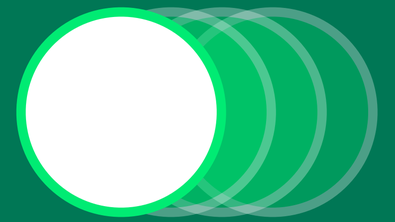
INSIDE



OUTSIDE



FUTURE




JUNGvMATT
THERE IS ALWAYS ONE PERSON THAT CAN TELL
» THIS IS
ON BRAND.«


JUNGvMATT
FOR WHOM THE BRAND IS FOR
HOW THE BRAND REACTS TO TOPICS
WHAT THE BRAND WOULD DO
THAT THE BRAND WOULD NEVER DO
WHAT THE BRAND IS LOVED FOR
WHAT THE BRAND BELIEVES


JUNGvMATT
WHAT IF ...


JUNGvMATT
TOUCHPOINTS
CONTENT
KAMPAGNEN
PERFORMANCE
ON THE ONE HAND
OPTIMIZING
THE VISIBLE.

DOES NOT MEAN

NEGLECTING THE INVISIBLE.




JUNGvMATT
THE SURFACE OF THE BRAND
GOES BEYOND INFINITY.

TOP OF MIND




Culture
Community
Cultural relevance
Emotional Storytelling
Experiences
DOOH
Website
CRM
Social
Gaming
Contextual
Online Display
Streaming
Audio
Microsites
TV
Social DM

TOP OF MIND



TOP OF MACHINE

JUNGvMATT

Ob KI vereinheitlicht oder Vielfalt erweitert, hängt vom kreativen Prozess ab.

Die pauschale Aussage „KI macht alles gleich und Marken verschwinden“ ist nicht haltbar.

JUNG v. MATT

am Neckar

