

Creative Code and Content



C3 has a profile unique to the German market, where the very new discipline of content marketing is driven by strategy and operations. Both publishers and advertising companies are searching for new digital marketing strategies. And this is right in C3's wheelhouse: The agency develops innovative communication strategies that enable companies to reach their target groups online in the long term. They also place their own content in consumer media, turning native advertising into a creative new revenue source for publishing houses.

Allianz, Audi, Bayer, Bosch, Deutsche Bahn, Deutsche Telekom, Porsche, Roche, Sparkasse, Telekom, Thyssenkrupp, Wingas, Volkswagen: C3's regular client base includes more than half of the DAX30 companies and other major industry players, who put their trust in 600 journalists, designers, illustrators, programmers, film producers and strategists in nine locations. C3 creates content that brings people into contact with brands.

Digital content platforms – such as “Electronic Beats” for Deutsche Telekom, the corporate website for Zalando, the digital financial statement of Bosch and “WE” for Thyssenkrupp – assist with reputation management, support the communication of complex change processes, generate leads and act as sales instruments.

Links: [C3 Website](#), [C3 Jobs](#), [C3 Magazine](#), [C3 on Facebook](#), [C3 on Twitter](#)



Adel Gelbert
CEO

For the past five years, Gelbert has been a partner at FischerAppelt Advisors, the strategic marketing and communication consultancy of FischerAppelt AG. Prior to that, the graduate of business administration was a partner and director at the BBDO subsidiary Batten & Company for twelve years, a communication consultancy specializing in marketing and sales. Previously he worked as a business consultant for A.T. Kearney and was involved in brand management at Procter & Gamble. Since September 2017, Gelbert is managing director at C3.



Karsten Krämer
COO

Karsten Krämer blends expertise in mediums and media: After positions with ProSieben, T-Online and Gruner + Jahr, the trained journalist and business economist became managing director of BurdaCreative in Hamburg in 2013. As managing director of C3's location by the Elbe, he drives digital and cross-media agency business in the north.



Christian Breid
CDO

After gaining experience with arvato, Porsche and Douglas, Christian Breid leads a business intelligence team responsible for the online marketing for 13 online shops. He enhanced his digital expertise in his former role as managing director for digital, consulting and strategy at Hoffmann & Campe Corporate Publishing. He has been managing director of C3's Hamburg location since 2016.



Christine Beardsell
CCO

Christine Beardsell joined Seven C3 in London in 2017 and is now Chief Content Officer for the entire C3 Group. Born in New York, she is an internationally experienced specialist for creative digital marketing and has been responsible for major digital budgets of international brands during her career - most recently as Managing Partner at Fold 7 in London. At C3 she will now be responsible for the further development of the creative profile and intensify the interaction between creation and content.



Natalie Jupe
CFO

Natalie Jupe, responsible for Finance at C3 since 2017, will become Chief Financial Officer (CFO) of the C3 Group and will add Legal, Compliance and IT to her existing responsibilities in Finance. She will also be responsible for the C3 joint ventures Innogy C3 (with Innogy) and *b.famous* (with BCN).



Franzis Heusel
Managing Director Berlin

At the group's largest location, the agency has prominent reinforcement: Franzis Heusel, managing director of BBDO Berlin for eight years, has been managing director of C3 Berlin since 1 January 2019. At C3, Franzis Heusel and Christian Breid will push ahead with the expansion of the Berlin location and also assume responsibility for C3 Frankfurt. With his many years of experience in creative agencies (including Jung von Matt), Franzis Heusel will be a key driver of C3's further development in campaigning.



Lukas Baumgartner
Managing Director Zurich

Lukas Baumgartner takes over the management of C3 in Zurich. Born in Switzerland, Baumgartner brings with him many years of agency experience, among others from his positions at Euro RSCG (now Publicis) and Young & Rubicam in Switzerland, and will further tap the potential of the Swiss market for C3.

| Facts | |
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| Company | C3 Creative Code and Content GmbH |
| Managing director | Adel Gelbert |
| Locations | Berlin, Munich, Hamburg, Stuttgart, Essen, Frankfurt, Zurich, London, Prague, Ljubljana |
| Clients | Allianz, Bayer, Bosch, Deutsche Bahn, Porsche, Roche, Siemens, Sparkasse, Telekom, thyssenkrupp, Wingas, Volkswagen |
| Employees | 600 |
| Responsible for content | Laura Kozlowski, communications manager |
| Contact | info@c3.co |