

Von Strategie zu messbarem Impact

Wie AI Agents Brand DNA in
automatisierte Exzellenz verwandeln.



**Strategie scheitert nicht
an Ideen, sondern an der
Umsetzung.**

Strategie



Persona



Markenwert



Botschaft



Intent

Umsetzung



Segmente



CPMs



Formate



Bids

Werbung wird optimiert, aber nicht intelligent!

Algorithmen optimieren KPIs.
Niemand trifft echte strategische
Entscheidungen.

A silhouette of a person's head and shoulders is shown in profile, facing left. The silhouette is filled with various digital and brand-related icons, including the Apple logo, Facebook 'f', a globe, a smiley face, an envelope, a speech bubble, a world map, a BMW logo, and a Jeep logo. The background is a solid blue color with a faint, larger-scale version of the same silhouette and icons.

INTRODUCING **BRAND** DNA

Markenstrategie ausführbar machen

Brand DNA ist die maschinenlesbare Abbildung der Identität und Absicht einer Marke.



Kernzielgruppen



Motivationen & Ängste



Tonalität & Sprache



Visuelle Identität



Values & Promises



Ausschluss Umfeldler



Brand Safety Standards



Outcome Prioritäten

INTRODUCING CAMPAIGN DNA



Ziele in eine Aktivierungslogik übersetzen

Campaign DNA wandelt ein
Kampagnen-Briefing in
Ausführungsparameter um.



Kampagnenziel



Geografie



Zeitsensitivität



Budget
Verteilungslogik



Creative
Assets



KPI
Hirarchie



Offer & Hook



Format
Gewichtung

Markenfundament



Brand DNA

- ✦ Strategisch
- ✦ Dauerhaft
- ✦ Identität



Campaign DNA

- ✦ Taktisch
- ✦ Zeitgebunden
- ✦ Ziele

Agents führen

DNA aus

Agenten sind autonome Systeme, die Kampagnen ausführen und dabei Brand DNA und Campaign DNA als Entscheidungsrahmen nutzen.

01

**DNA
Fundament**

02

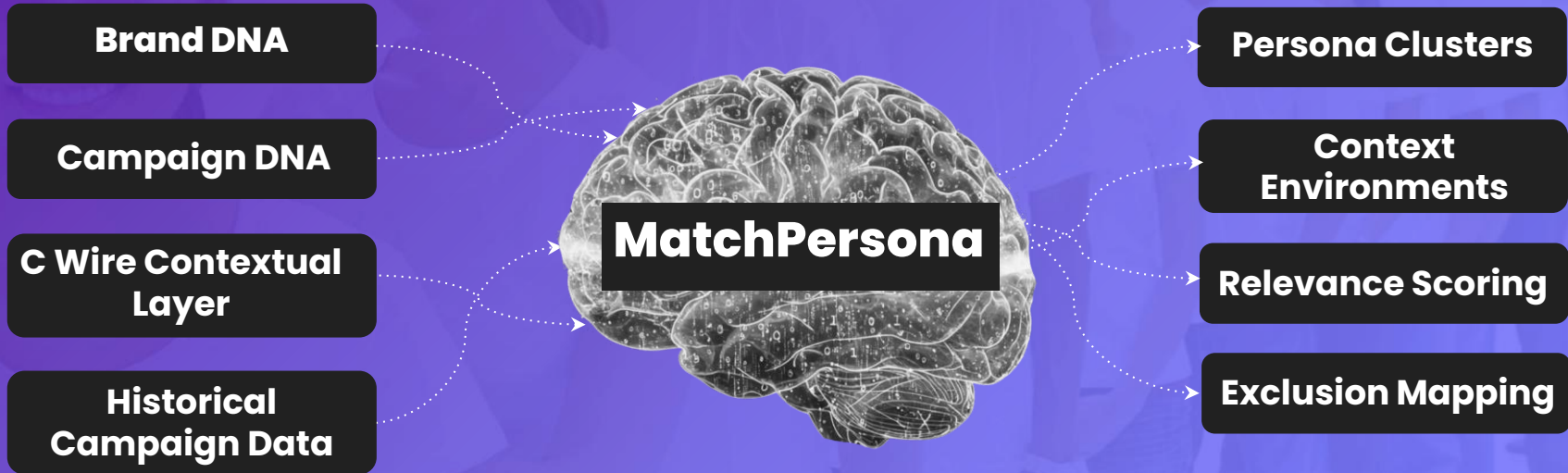
Agenten

03

Ausführung

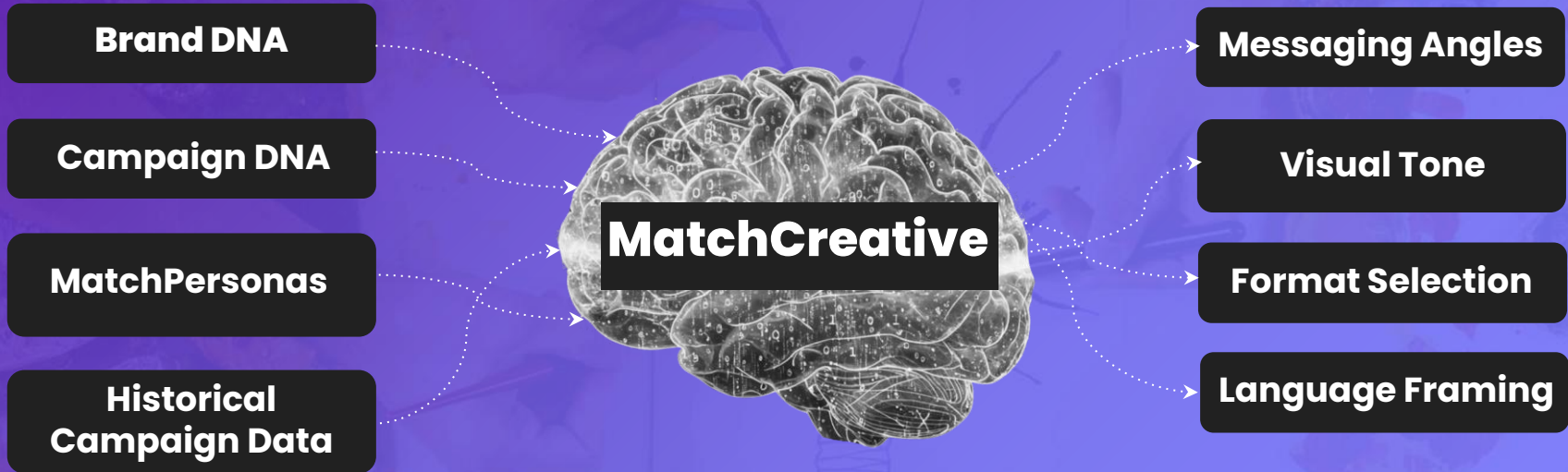
MatchPersona – Wen erreichen?

MatchPersona identifiziert relevante Mindsets und erreicht sie kontextuell.



MatchCreative – Was zeigen?

MatchCreative stellt sicher, dass die Botschaft zum Mindset und zum Umfeld passt.



Agentic Advertising Loop



**Theorie ist gut.
Wirkung ist besser.**



Schritt 1 | Brand DNA

Unsere KI extrahiert Markenwerte, Tonalität und visuelle Identität direkt von eurer Website – zur anschließenden Feinabstimmung.



Eurowings DNA Complete

https://www.eurowings.com/de.html#

Overview DNA Assets

Brand DNA Summary

Key brand identity and positioning elements

Brand Name: Eurowings | Primary URL: https://www.eurowings.com/de... | Markets: DE | DNA Status: Complete

Brand Promise: Eurowings promises easy and affordable travel to a variety of destinations, allowing you to discover new experiences and create unforgettable moments.

Visual Identity: Primary #a12e65, Secondary #64c74, Additional Palette #212520, #ffffff, #e41378

Voice & Tone: Neutral, accessible, flexible, inspiring, convenient, value-oriented

Core Values: affordability, flexibility, discovery, convenience, customer focus

Schritt 1 | Brand DNA



Visuelle
Identität

Visual DNA 4/4

• Primary Color (HEX)

#af1e65



• Secondary Color (HEX)

#646C74



• Additional Palette Colors (comma-separated HEX values)

#212529, #FFFFFF, #D41370



#212529



#FFFFFF



#D41370

Add additional brand colors beyond primary and secondary (e.g., accent colors, tertiary colors)

• Image Style Tags (comma-separated)

aspirational travel, sunny destinations, cityscapes, nature landscapes, people enjoyii

👁️ Visual Identity Logic 2/2

Design rationale — why these colors, typography, and imagery choices

Design Rationale

The primary grey (#646C74) provides a neutral, reliable base, while the accent pink (#D41370) adds a vibrant, energetic, and modern touch, suggesting excitement and leisure. White (#FFFFFF) ensures cleanliness and readability, and dark text (#212529) offers strong contrast. This combination aims for a professional yet approachable feel, suitable for a modern airline focused on leisure travel.

Typography Notes

The website uses a clean, sans-serif typeface throughout, likely a variant of Arial or a similar system font for body text, ensuring high readability. Headings appear to be a slightly bolder weight of the same or a very similar font, maintaining consistency and clarity. No highly decorative or unique fonts are used, emphasizing practicality and ease of information consumption.

Schritt 1 | Brand DNA



Tone of Voice 4/4

• Tone Keywords (comma-separated)

accessible, flexible, inspiring, convenient, value-oriented

Formality

Neutral

Address Style (how the brand addresses users)

Informal (Du / Tu / Tu)

DE: Sie vs. du • FR: Vous vs. tu • IT: Lei vs. tu

• Do Say (comma-separated)

Discover your next adventure., Fly affordably to your dream destination., Experience easy booking and flexible travel.

• Don't Say (comma-separated)

Expensive flights, Complicated booking, Limited destinations

Schritt 1 | Brand DNA



Kernzielgruppen

Core Audiences 2/2

Define the primary audience segments this brand speaks to

- Audience Segments (one per line)

Leisure Travelers: Individuals or families looking for affordable and convenient flights for vacations, city breaks, or beach holidays.

Adventure Seekers: Those interested in active holidays, ski trips, or exploring new destinations.

Schritt 1 | Brand DNA



Motivationen & Ängste

🎯 Motivations & Fears

What drives the audience toward the brand and what holds them back

• Motivations (comma-separated)

Find affordable travel deals, Discover new places, Enjoy a relaxing vacation, Experience different cultures, Conveniently book all travel components

• Fears / Barriers (comma-separated)

Overspending on flights, Complicated booking processes, Lack of flexibility, Missing out on good deals, Hidden costs

Schritt 1 | Brand DNA



**Outcome
Prioritäten**

Outcome Priorities

Ordered KPI priorities that guide campaign optimization

- **Outcome Priorities (comma-separated, in order of importance)**

Conversions (flight bookings, package holiday bookings), Brand awareness (for new routes and offers), Customer loyalty (through partner programs and repeat bookings)

List in priority order — first item is the primary KPI focus

Schritt 1 | Brand DNA



Brand Safety Standards

GARM Brand Safety

Global Alliance for Responsible Media (GARM) content classification. Set risk tolerance per category.

Floor (Block All) Low Risk Only Medium Risk High Risk

Adult & Explicit Sexual Content ▼

Explicit or suggestive sexual content

Floor (Block All) ▼

Arms & Ammunition ▼

Weapons, firearms, and related content

Floor (Block All) ▼

Crime & Harmful Acts ▼

Criminal activity, human rights violations

Floor (Block All) ▼

Death, Injury & Military Conflict ▼

Violence, war, graphic content

Floor (Block All) ▼

Schritt 1 | Brand DNA

Values & Promises

Values & Promise 3/3

- Brand Promise

Eurowings promises easy and affordable travel to a variety of destinations, allowing you to discover new experiences and create unforgettable moments.

- Core Values (comma-separated)

affordability, flexibility, discovery, convenience, customer focus

- Proposition Pillars (comma-separated, max 3)

Affordable & Flexible Flights: Offering competitive prices and options for various travel needs., Diverse Destinations: Providing access to a wide range of popular leisure and city break locations., Seamless Travel Planning: Facilitating easy booking of flights, hotels, and activities through integrated services and partnerships.

Schritt 2 | Campaign DNA

Unsere KI erstellt in Sekunden eure Campaign DNA – Ziele, Botschaften und Zielgruppen direkt von der Landingpage, bereit zur Feinabstimmung.



Eurowings Standziele Q1 Draft DNA: complete

Eurowings

Overview DNA Landing Page Assets

🎯 Campaign Summary

- Campaign Name
Eurowings Standziele Q1
- Brand
Eurowings
- Objective
Performance
- Primary KPI
CPA
- Markets
🇨🇭 Switzerland 🇩🇪 Germany 🇦🇹 Austria
- Languages
🇬🇧 English 🇩🇪 German 🇫🇷 French
- Landing Page
DE <https://www.eurowings.com/de/entdecken/angebote/fluege-sonne-strand.html>

📄 Offer & Messaging

Schritt 2 | Campaign DNA



Kampagnenziel



Geografie

Core Campaign Info 4/4



Infer from landing page

• Objective

Performance



• Primary KPI

CPC



• Markets



Switzerland X



Germany X



Austria X

• Languages

English X

German X

French X

Schritt 2 | Campaign DNA



Offer & Hook 4/4

• Campaign Promise (1-2 sentences)

Escape the grey everyday and discover sunny destinations, even in winter, with affordable flights. Eurowings offers a perfect combination of sun, relaxation, and budget-friendly travel to various warm locations in Europe, North Africa, and the Arabian Peninsula.

• Main Offer

Affordable flights to warm destinations.

• Key Messages (comma-separated, 3-5 bullets)

Discover sunny destinations in Europe, North Africa, and the Arabian Peninsula., Find cheap flights for winter getaways., Combine sun and relaxation with your budget., Explore diverse experiences from beach holidays to cultural adventures.

• Campaign-Specific Values (comma-separated)

affordability, accessibility, variety, escapism, convenience

Schritt 2 | Campaign DNA



Campaign Assets From Landing Page

Assets extracted from the campaign landing page. Manage the full library in the Assets tab.

86 assets 5 unique, 81 variants #AF1E65



Schritt 2 | Campaign DNA

  **Format**
  **Gewichtung**

Format Weighting 1/1

- Ad Formats (one per line: format | weight% | rationale)

Display | 0.3 | Visually appealing for showcasing sunny destinations and enticing users.

Native | 0.3 | Integrates well with travel content and provides a less intrusive ad experience.

Video | 0.25 | Highly engaging for showcasing destination highlights and inspiring travel.

Rich-media | 0.15 | Can offer interactive elements like destination carousels or quizzes to enhance engagement.

Schritt 2 | Campaign DNA



KPI
Hierarchie

KPI Hierarchy 1/1

- KPIs (one per line: KPI | weight | target)

CTR | 0.35 | 2-3%

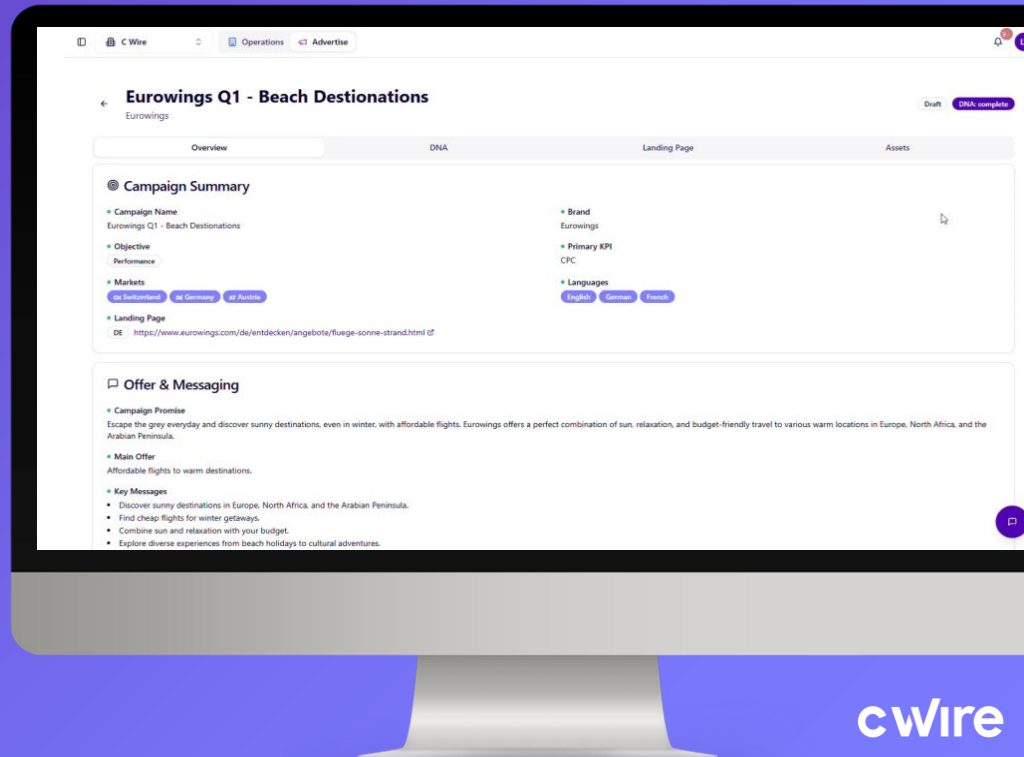
Website Visits | 0.25 | Increased by 20%

Bounce Rate | 0.2 | <40%

Flight Searches | 0.2 | Increased by 15%

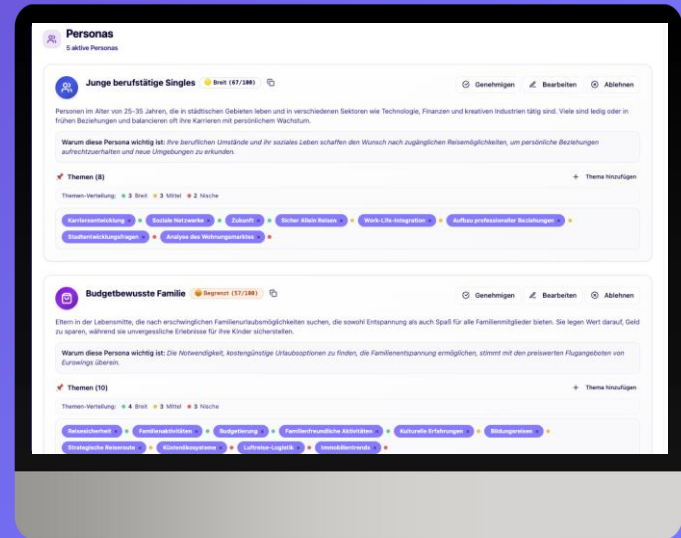
Festlegung der Rahmenbedingungen für eure Kampagne

- ✦ Kerninfos: Ziel, KPI, Märkte, Sprachen
- ✦ Angebot & Botschaften: Versprechen, Hauptangebot, Werte
- ✦ Wording & Rechtliches: Do's & Don'ts
- ✦ Strategie & Planung: Zeit, Budget, Splits, KPIs
- ✦ Zielgruppen & Formate: MatchPersonas, Format-Gewichtung, Assets
- ✦ Etc.



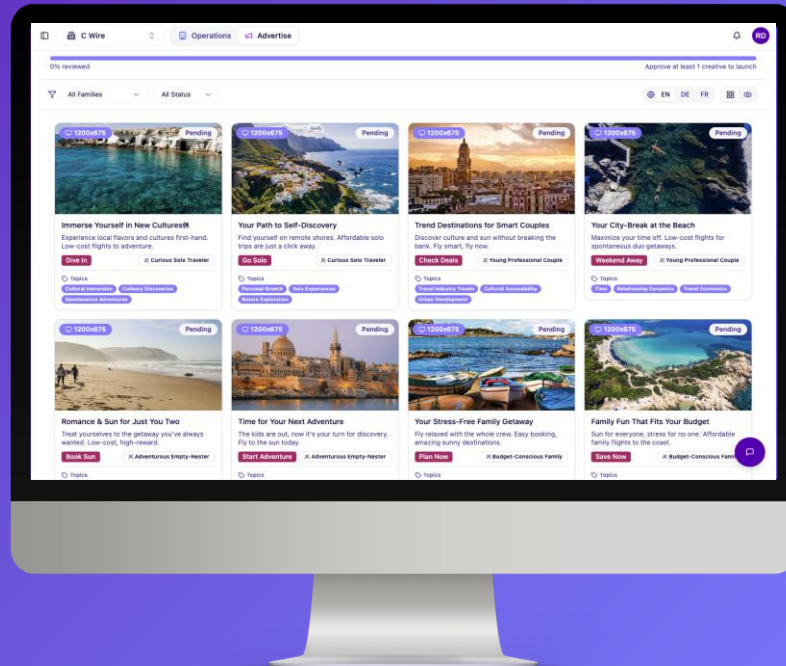
Schritt 3 | MatchPersona

KI erstellt in Sekunden eure Campaign DNA
Ziele, Botschaften & Zielgruppen, bereit zur Feinabstimmung.



Schritt 4 | MatchCreative

Unsere KI leitet Marketing-Personas ab und ermittelt, wie diese über unsere kontextuelle Engine angesprochen werden können.



- ✦ Brand DNA
- ✦ Campaign DNA
- ✦ MatchPersona

KI-gesteuerte Werbung

Traditionell

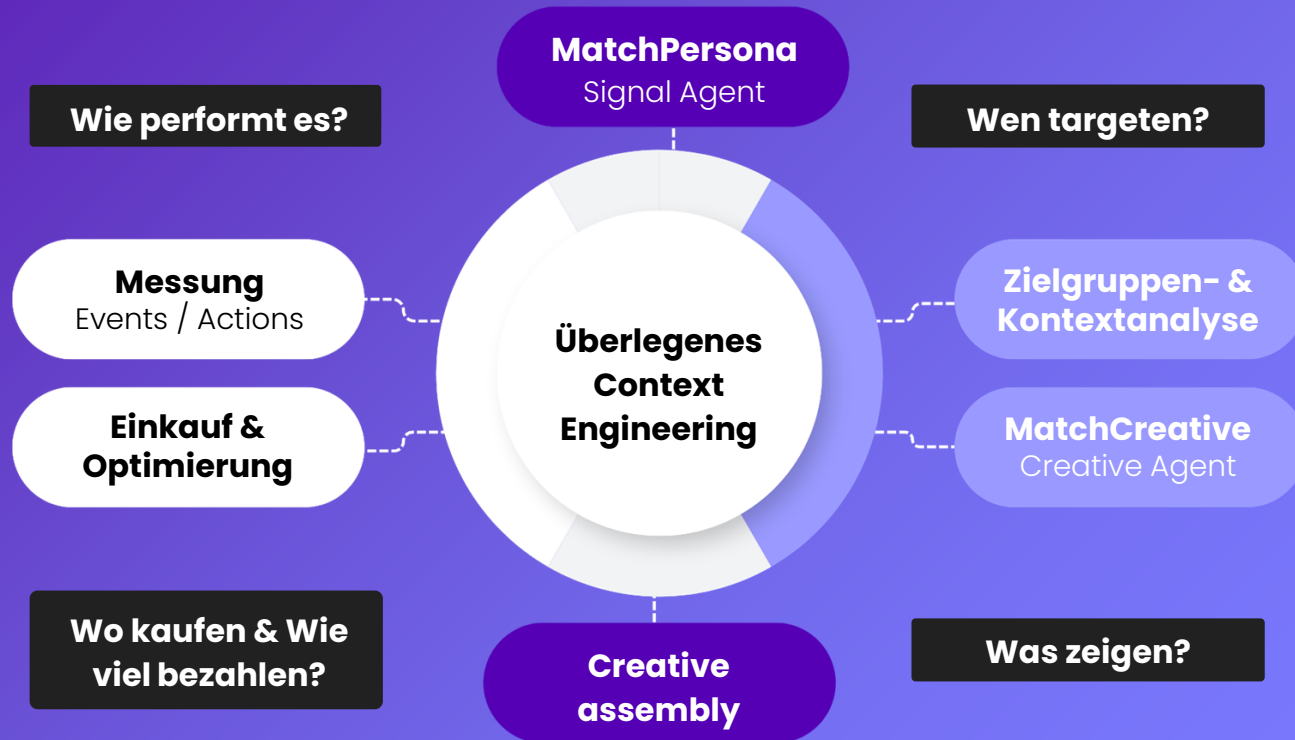
- User targeten
- Statische Creatives
- Manuelle Optimierung
- Segmente
- Kampagnen

Agentic

- User verstehen
- Adaptive Creatives
- Autonomes Lernen
- DNA-Logik
- Systeme



Unser geschlossenes Entscheidungssystem



3 Takeaways

01

Strategie wird
ausführbar

02

Kontext wird zu
Entscheidungs-
intelligenz

03

Agenten werden
zum Wachstums-
treiber

ewire

Vielen Dank



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ewire

Try it out

