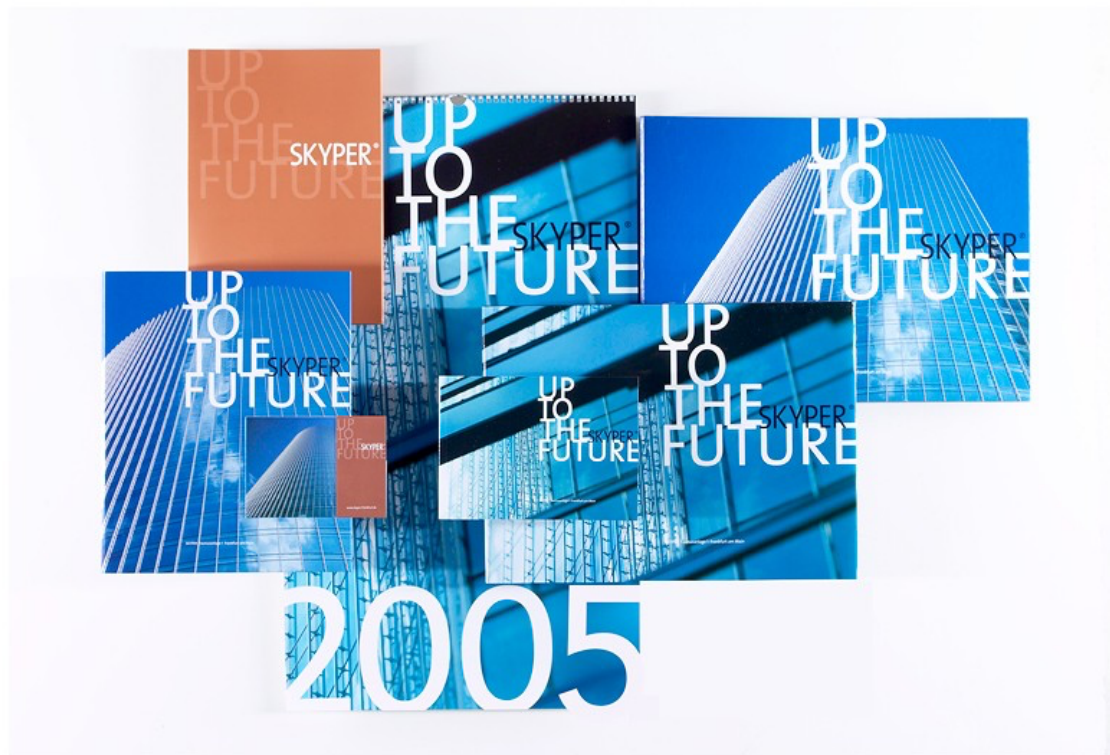


THE BRAINS BEHIND THE BUILDING AN INTERVIEW WITH MARTIN JUNG

As part of the series "The Brains Behind the Building," we conducted a short interview with Martin Jung. He is the Managing Director of STERN GmbH – Agency for Communication and has been part of the SKYPER marketing team for many years.

SKYPER IN DIALOGUE – TRANSPARENCY, QUALITY, AND EYE-LEVEL COMMUNICATION

With a short break, since 2005 – exactly 20 years now. Back then, we won over the former owner Deka in a pitch against six other agencies. Our trump card, besides a coherent concept, was that our founder Ferdinand Stern had "spotted" an ambitious amateur photographer who had taken photos of SKYPER from every angle – even from a helicopter – at his own expense. At the time, there were no impressive images of the newly completed high-rise. We gave each Deka employee a photo booklet with these images during the pitch. The client clearly liked the booklet. Some photos from this series were later published in a large coffee-table book on SKYPER. At the time, the new building was still almost empty and was being critically viewed by the media. Together with the marketing team, we successfully corrected the image. When Deka sold SKYPER, it was almost fully leased.



How did the collaboration with Ampega come about?

A few years ago, we worked with Ampega on the Ringkarree project in Cologne. So, it was a natural step for us to be considered for SKYPER as well. I suspect one reason we were awarded the contract is that we knew SKYPER like the back of our hand. More importantly, we didn't rely on past experience but came in with fresh ideas and new concepts.

In which areas does the agency support Ampega with SKYPER?

We are a full-service agency and, in addition to traditional communication topics, we also enjoy advising in the area of interior design. For example, we were able to provide consulting input for the design of the sample floor and the lobby.

What has changed in real estate marketing over the past 20 years?

Twenty years ago, SKYPER was one of the first buildings in Germany to be consistently developed as a brand. Back then, we focused on print, strategic consulting, and public relations. STERN is one of the few advertising agencies in Germany with a focus on real estate communication and design that also has a strong in-house PR team. At that time, many companies had not yet realized how much PR could contribute to the image building of real estate. Today, the focus of SKYPER communication lies in digital media. Personally, I still have a strong passion for excellent print media, but of course, we've also been well-positioned in the digital space for years. In addition to a website relaunch and presentations for potential tenants, today's focus is on social media. The SKYPER LinkedIn channel has now grown organically to over 400 followers, and the feedback is consistently positive, as the content is perceived as relevant and the mix of topics is both balanced and engaging.



What do you personally appreciate most about SKYPER?

SKYPER is an absolute passion project for me. Alongside the HighLight Towers in Munich, it was the first skyscraper in my advertising career. I especially like its iconic architecture and find it fascinating to literally be part of the building's transformation – and for such a long time now. SKYPER has always been an extremely modern high-rise and will remain so in the future. And I really like the team. Everyone pulls together, and there's a lot of joy in what we do.