

PRESS RELEASE

Frankfurt, May 12, 2017

Cocomore expands management team: Jens Krahe is new Chief Creative Officer

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Cocomore unites its creative departments Art & Copy, Editorial and User Experience (UX) under one roof. This new Creative Division is headed cross-site by Jens Krahe from the new Cologne office. He comes from People Interactive to Cocomore, where he was recently the Director of User Experience & Strategy. Prior to this, Jens Krahe was in charge of the creative consulting of renowned clients as Creative Director and Head of User Experience at Triplesense Reply. Overall, he can look back on more than 20 years of experience, including more than ten years with a focus on UX.

With the expansion of the creative services, especially in UX design, Cocomore is well-positioned for the future. "Through digital transformation, user interfaces are becoming increasingly important as an interface between the analogue and digital world as well as between brands and consumers," says Jens Krahe. "If you want to be successful as a digital agency, you have to align your product portfolio accordingly."

By stronger expanding UX competences, Cocomore plans to usefully supplement its marketing and IT services: "Jens Krahe will drive our creative efforts across the entire agency – at the highest level of technology and content," says Hans-Ulrich von Freyberg, CEO of Cocomore. "Through UX as a third important pillar alongside marketing and IT, we are able to offer our clients complete Customer Journeys from a single source."

About Cocomore

As an agency for marketing and IT, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 170 employees at the Frankfurt, Cologne, Geneva (Switzerland) and Seville (Spain) locations. Cocomore's clients include Nestlé, Procter & Gamble, Merz, Otto, Sanofi, and the German Association for Heavy Machinery and Plant Engineering (VDMA). The agency has implemented projects in more than 30 countries. Cocomore is also winning in the area of sustainability and is certified for Corporate Social Responsibility services by EcoVadis. More information is available at www.cocomore.com.

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