



Hello, nice to meet you.

My name is Melani. I'm a trend consultant and strategic planner based in Hamburg, Germany. I like furry dogs, white space and well thought-out strategies that add value and substance to brands and products. My goal is to pave new ways for communications as well as product development, merging trend research and consumer insight analysis with all aspects of brand planning. With more than ten years of experience I am well-versed in managing national as well as international consulting projects, providing a wide range of brand expertise. I can't always find my keys, but I can help you find fresh ideas for branding and communication planning.

**I'm available for freelance work
and collaborations.**

details

schwindstr. 19, 22607 hamburg
+49 (0) 163 251 42 48
hello@melaniadam.com





Expertise

As a trend and brand strategy specialist my work is based on an interdisciplinary and interactive set-up. By linking insights gained from qualitative and quantitative consumer and trend research with strategic directions and brand planning I ensure that your brand, product or business uses the most relevant and up-to-date information and tools from both worlds to better anticipate market needs and understand your customer. With several years of experience as a strategic planner and trend consultant working for leading national as well as international companies.

Trend Consulting

Understand what matters to your customers.

The success of companies and brands, largely depends on how effectively the evolution of trends is anticipated. As a trend consultant I know how to identify these changes in society and markets, and how to draw strategic conclusions from these findings. Where others see chaos, I find patterns and draw connections between subjects that might not be linked at first glance.

What I can do for you:

Trend Scouting, Trend Research, Future Forecasting, Trend Analysis, Consumer Insight Analysis, Lead User and Expert Interviews, Social Media Analysis, Ethnographic Research, Shadowing Tours, Semiotic Analysis, Creative Innovation and Ideation Workshops...

Strategic Planning

Brands are mental constructs – developed by consumers' minds.

Managing brands effectively is all about bonding with your consumer and consistently delivering the brand's message in any given environment. Moreover, it has to be firmly established in the minds of the consumers. Today, social technologies have enabled consumers to define what brands stand for. It is the customer who makes the brand's character come alive.

What I can do for you:

Brand Value Evaluation, Strategy Development, Brand Positioning, Brand Architecture, Brand Evolution, Portfolio Strategy, Consumer Insight Panels, Communication Strategy, Focus Groups, Social Media and Target Group Analysis, Communication Concepts...

Brands I worked for:





Vita

May 2010 - present

Freelance Strategy and Trend Consultant

I support diverse clients and agencies on brand- and communication planning issues as well as trend and innovation topics. Such as performing long-term engagements as Head of Planning for loved by thjnk, Leagas Delaney Hamburg and Prague and Grimm Gallun Holtappels and short term projects for Mutabor, Jung von Matt, Serviceplan, Karl Anders, Lukas Lindemann Rosinski, Publicis Pixelpark, Onnne, Butterfly London, Sturm und Drang, Gruner & Jahr Corporate Editors, Peter Wippermann, Trendbüro...

February 2010 – April 2010

SelectNY.Hamburg - Senior Strategic Planner

SelectNY is a global, owner-run agency network that has a strong expertise in beauty and fashion. At SelectNY.Hamburg I worked on strategic brand and communication planning tasks for international FMCG companies from the cosmetics and fashion industry. In addition to brand strategy developments I was closely involved in the strategic evolution of product and brand campaigns.

January 2010

Nominated for COR press award “Living and Design” for stilwerk trend study.

July 2008 – December 2010

Trendbüro Consultancy for Social Change - Senior Trend Consultant

Trendbüro is an internationally operating consultancy for social change. At Trendbüro I was responsible team leader for the lifestyle and retail segment. I managed national and international trend research projects, conducting trend forecasts and developing and conducting innovation workshops for national and international clients.





August 2006 – June 2008

&Equity – Strategic Planner

&Equity is a consultancy for empiric brand planning. In my position as strategic planner and project leader my main focus was on developing strategic communication scenarios for brands and companies from the consumer goods and media industry – both on national and international level. By employing unique qualitative and quantitative research approaches I headed communication and brand strategy projects for a variety of businesses, evolving strategic recommendations and communication concepts.

February 2005 – July 2006

TBWA\ Sturm und Drang – Junior Trend Strategist

Sturm und Drang is a qualitative research boutique helping customers to develop visions for brands with a focus on consumer and market trends. While working for TBWA\ Sturm und Drang I was responsible for different trend-based brand consulting tasks, mainly for the cosmetics and F&B industry. In addition to identifying trends and consumer insights, my focus was on brand phenomenon analysis and semiometric profiles.

October 2004

University Hamburg – Master of Arts.

Italian Literature, Art History, Media Studies

September 1977

born in Hamburg

