

CURE Intelligence develops VALUE RADAR in cooperation with Nina Rieke and Hans- Christian Schwingen

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As a long-standing expert in media, marketing and data intelligence, CURE Intelligence has developed the VALUE RADAR, a data-based instrument for monitoring the success of value-oriented brand and corporate management.

The basis is the guiding system for value-oriented brand management, which Nina Rieke and Hans-Christian Schwingen, two of the top experts in brand strategy and management in Germany, developed in their book "Wie Werte Marken stark machen / How Values Make Brands Strong." CURE Intelligence and the authors have entered into a cooperation for this project.

CURE Intelligence VALUE RADAR - The data-based performance control for value-oriented brand management.

The VALUE RADAR examines customers' personal and/or external communication response regarding the fulfillment of the claim "what a brand wants to stand for." Through a targeted mix of manual and AI-based media intelligence, CURE Intelligence's model delivers sound insights at all levels of the predefined value canvas. In addition, clients can measure themselves against their peer groups or current value trends in society in real-time – with the help of result and control dashboards.

That way, the VALUE RADAR helps communication, strategy and marketing managers to continuously monitor a mission statement that is to be developed or has already been developed in a data-based manner.

"We are very pleased to be able to support our customers with the VALUE RADAR in a field that we believe will become very important in the coming years. Clear, value-oriented corporate steering is becoming increasingly important to not only reach target groups, but also to convince them. The VALUE RADAR can provide every company with significant, data-based services in terms of value management and strategy as an accompanying measurement tool. It is also a great pleasure for CURE that we were able to convince Nina Rieke and Hans-Christian Schwingen of our concept and want to thank them for their trust and the very pleasant cooperation," comments Roberto Minasso, Managing Director of CURE Intelligence GmbH.

"As people, as companies/brands, as a society, we must constantly ask ourselves self-critically what we want to stand for in life. With the guiding system for value-oriented brand management, we want to help brands, that can add a true value contribution, to find the right answer. When brands understand what values they hold, what sets them apart from others, and what unifying values are useful for people and society, they create a sustainable basis for greater impact – entrepreneurially, economically, and socially. The VALUE RADAR of CURE Intelligence is a data-based real-time tool in the context of brand monitoring and a smart tool for success control," explain Nina Rieke and Hans-Christian Schwingen.

About CURE Intelligence

Founded in 2009, CURE Intelligence specializes in the field of media monitoring and media analysis, data intelligence, social media communications and marketing. CURE Intelligence helps its clients make better decisions and improve internal and external communication processes by effectively combining analytics and marketing. CURE Intelligence is a public limited company with its headquarters in Grevenmacher, Luxembourg and a subsidiary in Cologne, Germany. CURE Intelligence works with inter-nationally renowned clients from Germany, Luxembourg, Brazil, Canada and the U.S.

For further information, please visit:

www.cure-intelligence.com

About the book "Wie Werte Marken stark machen / How Values Make Brands Strong"

Companies and their brands are increasingly under pressure to answer the question of relevance and credibility in relation to their social role. The book "How Values Make Brands Strong" provides a practical values-based approach to how brands can create social impact. It is less about the framework and more about the thinking behind it: Here, a flexible guidance system is created that shows how brands can build on their own strengths, rather than making generic promises that are not anchored in themselves.

About the Authors

Nina Rieke has worked for brands such as Deutsche Telekom, Deutsche Lufthansa, Siemens, Electrolux, Miele, Unilever, Rotkäppchen-Mumm, eBay and many more during her long agency and marketing career. As Chief Strategy Officer at DDB Germany, she won numerous Effie awards for the agency and at the same time helped shape the image of the industry as Vice President at the German Association of Communications Agencies (GWA). In 2019, W&V called her "one of the most notable women in the German advertising industry." Nina Rieke studied social and business communication at the Berlin University of the Arts, is a trained systemic business coach and transformation facilitator, and a lecturer in brand strategy at the University of Lucerne in Switzerland. As an independent strategy expert, she and her consulting firm help brands take the next right step.

The *Absatzwirtschaft* refers to **Hans-Christian Schwingen** as one of "a number of personalities who are role models for the industry due to their lived practice in the field of brand strategy and management." His career has taken him to advertising agency Springer & Jacoby, Audi and Deutsche Telekom, where he transformed a stolid technology provider into a digital experience brand as Chief Brand Officer. Today, Telekom is considered the most valuable telecom brand in Europe with a six-fold increase in brand value since 2008. The guiding system for value-oriented brand management is an application procedure that incorporates several years of practical experience for the revitalization and renovation of brands. Schwingen studied communications and European business administration. He has won numerous awards in his career, including "CMO of the Year", and was included in the Hot Topics list of the "100 most influential CMOs of the World".

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