

[ARTUS]

# Building Brands. Driving Sales.

Digital First Creative Agency – since 1996



## Who We Are

ARTUS interactive is a digital-first creative agency with three decades of experience helping brands grow.

We combine strategy, creativity, data, technology, and AI to build work that strengthens brands in the long term and drives measurable results in the short term.

We deliver global brand platforms, high-performing content, award-winning campaigns, and scalable digital ecosystems — fast, efficient, and with the reliability of an independent, owner-managed agency.



# Work That Works

We partner with global leaders and ambitious brands to create campaigns, content, and digital ecosystems that deliver. With more than 95% client retention and numerous international awards, our work speaks for itself.

## Some of the brands we worked with in 2024/2025:

**BRAUN**

**P&G**

amazon

**Oral B**

Lenor

Red Bull

BRITA

BATIDA  
DE CÔCO

ZzzQuil

WICK

PANTENE

head &  
shoulders

always

AUSSIE

Venus  
Gillette

POTT

KENWOOD

Pampers

DeLonghi

WODKA  
GORBATSCHOW  
DES WODKAS HEINE SEELE

**Gillette**

giz

femibion

Old Spice

HV  
CAPITAL

4  
FOUR

Herbat  
Essences

# What we achieved and give it to you

**30 years** of digital-first brand building

**95%+ client retention** across industries

**Nearshore-friendly setup** with teams in Germany & Romania for faster delivery and competitive rates

**Owner-managed agency** with fast decision-making and high accountability

**70+ specialists** across strategy, creative, content, media, data & technology

**Trusted by leading global companies** such as P&G, Amazon, Red Bull, De'Longhi and more

**ISO 27001 certified** technology & development center

**AI-enhanced workflows** across strategy, creative & production

**Global & Local:** International toolkits and multi-market rollouts

**Award-winning:** Lovie Awards, Effie, Annual Multimedia Award, PR Preis, Red Dot, and more

**Top industry rankings:** #11 Digital Advertising Agencies (Germany, 2025)



## **We do what we believe in**

ARTUS interactive is a full-service digital focussed creative agency that provides marketing campaigns, 360° toolboxes, websites, content, eCommerce, digital marketing and advertising services to medium and big-sized businesses and market leaders across industries. Our goal is to help our clients stand out and grow.

Our team of highly experienced strategists, creatives, marketers, UI/UX designers and developers has a proven track record of delivering high-quality work and helping our clients achieve their business goals.

# Brand New Capabilities: AI

## AI-Enhanced Content & Toolboxes

- AI-generated key visuals and social assets with integrated original product photography for full brand and legal compliance.
- Fast creation of complete toolboxes and visual worlds without full-scale shoots.
- Scalable content variations (formats, markets, audiences) with a consistent brand look & feel.
- Significantly lower production costs vs. traditional shoots (70%+ savings in real cases).

## Localization & Automation

- Automated translations integrated directly into design workflows like Figma or CMS.
- AI-supported localization of claims, copy and formats with final human QA for nuance and tone.
- Standardized process from translation glossary to automated export of localized assets.
- Up to 90% reduction in translation effort and around 65% savings on asset localization.

## Synthetic Voices & AV Localization

- AI voiceovers and radio spots in multiple languages via speech-to-speech and TTS (e.g., ElevenLabs).
- Localized TVC, online and social videos with matching voices and lip-sync.
- High-quality audio with heavily reduced studio, talent and buyout costs (70%+ savings).
- Ideal for scalable AV and audio localization of campaigns, tutorials and product films.

## Strategy, Ideation & Quality Assurance

- Structured human-AI ideation with prompts, synthetic personas and online research panels.
- Brand-trained GPT systems (e.g., CI checker, product page analyzer) for consistent execution across channels.
- Automated content diagnostics (relevance, differentiation, brand fit) with clear recommendations.
- AI as a co-pilot with defined governance – final creative and business decisions stay with the team.

# ARTUS interactive

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 Deutschlands  
führende  
Agenturen

