



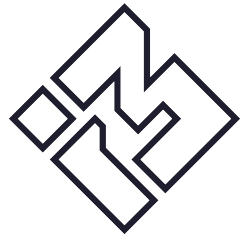
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INSTINCT3



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Company

INSTINCT3 GmbH is a Germany-based influencer marketing agency that specialises in creative campaigns and influencer management. Leveraging expertise in gaming and e-sports, INSTINCT3 is committed to building synergies between advertisers' brands and influencers through innovative concepts. The agency represents an exclusive portfolio of influencers, including "HandOfBlood," one of Germany's most prominent content creators. In addition to its marketing services, the company expanded into indie game publishing in 2024, diversifying its operations and market impact. INSTINCT3 is part of the I3 Holding group, which unites its subsidiaries under one roof to foster synergies and shared expertise between ventures (e.g. the esports team Eintracht Spandau and more).

Products and technologies

- **Influencer Marketing:** Comprehensive services, including campaign design, management, and execution, tailored to align with both brands and influencers.
- **Creative Agency Services:** Full-service marketing campaigns, supported by an in-house production unit, delivering award-winning results, including Effies for e-sports campaigns.
- **Gaming and eSports Expertise:** Specialised campaigns for gaming communities and brands within the gaming sector.
- **Indie Game Publishing:** A new line of business aimed at providing marketing and publishing solutions for indie game developers.

Strengths

- **Creative Resources and Storytelling:** Unparalleled ability to craft compelling narratives that resonate with target audiences.
- **German Market Expertise:** Deep knowledge of the German gaming and influencer ecosystem, supported by a robust network of content creators.
- **Integrated Synergies:** Seamless collaboration across influencer marketing, creative campaigns, and indie publishing within one company group.
- **Pioneering Influence:** First movers in professionalising influencer marketing in the gaming sector.

Target clients

Game Studios and Publishers, ranging from indie to AAA, Agencies specialising in gaming-related work (e.g., PR/Marketing, Game Development), UK-based influencer marketing specialists and content creator agencies, Brands and companies aiming to leverage influencer marketing or gaming for the German market, Trade Associations to foster collaborations and expand market presence.