**Christian Steguweit About the MWM Brand: Back to the Future**

**Back to the Future**

**The MWM brand is turning 100.**

**A good reason to celebrate, to examine the MWM brand, and to remember what purpose brands actually serve.**

Though B2C brands have many things in common with B2B brands, there are also important differences.

Generally, brands in the field of consumer goods strive to establish an emotional link to the company and to the products by generating fascination or tribalization in order to promote a feeling of affiliation.

Additionally, brands in the field of consumer goods can convey a sense of security by making sure that corporate promises, e.g. with regard to sustainability, are kept. And last but not least, brands and brand personalities are something customers like to identify with. This is true especially in the luxury and premium segment.

**B2B brands serve an entirely different purpose.**

The main aspect is not the emotional level, but rather the creation of trust and stability. B2B brands have a long-term focus and are especially meant to serve as a trusted basis for business relationships.

Take, for example, the MWM brand, which was brought into existence 100 years ago.

Back then, the primary objective of the brand design was to draw attention to the (regional) origin and to convey the business purpose.

Using the brand in this way in long-term business relationships automatically results in enhanced brand recognition, brand awareness, and trust in the company and helps to establish continuity in the business relationship. Over the decades, many businesses undergo changes in the ownership structure, though the business purpose remains the same. This is also the case with MWM.

Yet, in stark opposition to the main idea of a brand, brands are often modified in order to communicate the new ownership structure to the market in a seemingly inexpensive, fast, and uncomplicated way. However, such changes can challenge the implications of tradition, trust, and market recognition associated with the brand.

**Fortunately, MWM has made the wise decision to return to the original brand philosophy.**

Rather than following the whims of fashion, the brand dons a modern, contemporary design that nevertheless clearly draws attention to the brand core of MWM. The smart, additive integration of contemporary elements that have become part of what makes up the brand today, such as the subject of sustainability, does not hamper the long-term brand continuity but actually supports it.

**Thus, today's MWM logo is not only designed for long-term use, but also features all attributes required for successful brand presentation.**

A successful link between the brand and the company always depends on the people involved. Brands can only be credible if the promise given is truly kept. They are very fragile and therefore need to be actively applied and maintained. So yes, the MWM brand is on the right path!

**About Christian Steguweit**

**Christian Steguweit: Managing Director of Steguweit Brand Perspectives GmbH**

Christian Steguweit's career stages include positions as Head of Central Marketing of Deutsche Lufthansa and as Managing Director of the Lufthansa Design Center. Earlier on, he had served as Director and Functional Head of the German Design Council, the representation of the Federal Republic of Germany in the field of design at the international level, and had worked for Rosenthal AG and Deutsche Olivetti.

From 1997, he was responsible for the development and design of the service brand "Deutsche Bahn" as Director of Deutsche Bahn Media and Division Head in the business unit Passenger Railway Stations of Deutsche Bahn AG. Under his supervision, all corporate design operations of Deutsche Bahn were consolidated for the first time. Apart from the product design strategy for the trains, the design of all railway stations, and the determination and supervision of all graphical advertising activities in the group, this also included the brand positioning of Deutsche Bahn. Since 2004, he has been serving as the Managing Partner of Steguweit Brand Perspectives GmbH (sbp), a multi-disciplinary office for architecture, interior design, and brand architecture based in Offenbach am Main, Germany.