

8 - 12 SEPTEMBER 2025

BERLINCOMMERCIAL

Festival Guide



UNIVERSAL PRODUCTION MUSIC

NOURI
Films



JoyFilms



TRACKS & FIELDS

DISCOVER THE BEST

A FIVE-DAY CELEBRATION FOSTERING MEANINGFUL
CONNECTIONS, INSPIRATION, AND EXCHANGE

Berlin Commercial is both an online curation platform and a film festival spotlighting industry leaders and emerging talent in commercial film and beyond. Throughout the week, the festival brings together creatives, production companies and agencies to **explore** Berlin, **connect** through a series of curated events, and **celebrate** exceptional craft at the highly anticipated award show and after party.

NOT LIKE US

KENDRICK LAMAR

BEST MUSIC VIDEO

**BERLIN
COMMERCIAL**

2024

BERLIN COMMERCIAL FESTIVAL

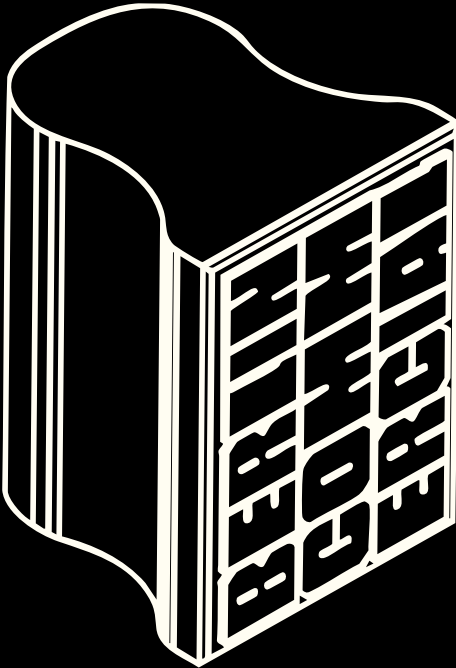
PROGRAM 2025

SEPT 08 MONDAY	SEPT 09 TUESDAY	SEPT 10 WEDNESDAY	SEPT 11 THURSDAY	SEPT 12 FRIDAY
18:00 - LATE JURY SOCIAL INVITE ONLY	18:00 - LATE KICK OFF RSVP + CONFIRMATION	09:00 SATELLITE EVENT AMBASSADORS RSVP + CONFIRMATION 18:00 - LATE SATELLITE EVENT RENEGAT RSVP + CONFIRMATION 18:00 - LATE SATELLITE EVENT TRUEMATES RSVP + CONFIRMATION	12:00 - 22:00 MAIN EVENT FILMTHEATER AM FRIEDRICHSHAIN BÖTZOWSTR. 1-5, 10407 BERLIN SCREENINGS STAGE TALKS NETWORKING AWARDS TICKETED 22:00 - LATE AFTER HOURS MUSIK BRAUEREI GREIFSWALDERSTR. 23A, 10405 BERLIN TICKETED	18:00 - LATE SATELLITE EVENT JUNG VON MATT RSVP + CONFIRMATION

Invite Only RSVP Ticketed

- Please note:
- Full Festival Pass holders receive priority entry to satellite events and the kick-off event — no RSVPs required.
 - Hosts of satellite events will confirm attendance, along with exact location by September 5th.
 - Entry to satellite events is subject to capacity. Due to high demand, registration does not guarantee access.
 - Satellite event entry is managed by the hosts and may be limited.

AWARDS • CONFERENCE • SCREENINGS
NETWORKING EVENTS AFTER HOURS



FESTIVAL PASSES AVAILABLE



EXCLUSIVE | INVITE ONLY

18:00 - LATE

Jury Social

BERLIN COMMERCIAL • EXCLUSIVE JURY EVENT
BERLIN ————— 8 SEPTEMBER 2025

An intimate evening designed exclusively for Berlin Commercial Award’s jury and partners. The Jury Social offers a private space to unwind, connect, and celebrate creative excellence ahead of the festival. The night blends conversation, curated drinks, and Berlin’s unmistakable atmosphere - fostering meaningful exchange between the minds shaping this year’s competition.



Kick OFF

18:00 - LATE

BERLIN COMMERCIAL • TRACKS & FIELDS BERLIN ————— 9 SEPTEMBER 2025

The Berlin Commercial Festival's opening event, 'Kick-Off' sets the tone for an unforgettable week. **Hosted by Tracks & Fields and supported by NOURI Films**, the opening night promises pure Berlin energy - With live performances lead by Cassette Head Sessions with featured acts and DJs, uniting 700+ creative professionals from leading agencies, production companies, music artists, and beyond.

RSVP

HOSTED BY



TRACKS & FIELDS

SUPPORTED BY

NOURI
Films





BERLIN COMMERCIAL • NETWORKING EVENTS
BERLIN, CITYWIDE — 10 & 12 SEPTEMBER 2025

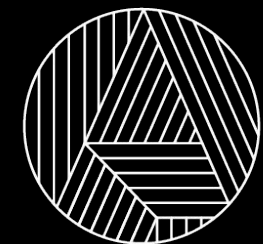
Berlin Commercial Festival invites attendees to explore the city’s creative scene through satellite events hosted by production companies and agencies, offering access to top creative spaces and a curated network.

RSVP

Please note:

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10 SEPTEMBER 2025



ambassadors.berlin

09:00 - 13:00

RSVP + CONFIRMATION

Welcome to Ambassadors AI breakfast session. A morning deep-dive into what is possible (and what is not) with the use of AI within Creative Production. Discover how innovation empowers teams to streamline workflows while boosting creativity and client impact.

10 SEPTEMBER 2025

RENEGAT
BERLIN

18:00 - LATE

RSVP + CONFIRMATION

RENEGAT Berlin, is a production company creating high-impact branded content, music videos, and commercials. With campaigns for Highsnobiety × Moncler and Calvin Klein × Zalando, they showcase a distinct flair for stylish, visually-driven storytelling. Join for some elegant networking.

10 SEPTEMBER 2025

TRUEMATES

18:00 - LATE

RSVP + CONFIRMATION

TRUEMATES: Berlin's social-first content powerhouse. Pioneering the "Let's go vertical!" approach, they craft viral campaigns bridging traditional advertising with authentic social storytelling, and content that connects.

12 SEPTEMBER 2025

JUNGvMATT
TROYA

18:00 - LATE

RSVP + CONFIRMATION

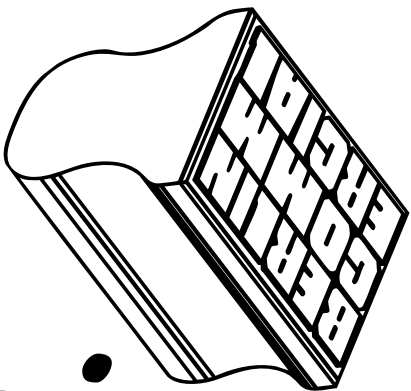
TROYA Bar is a stylish, intimate cocktail bar founded by Jung von Matt. Just off Rosenthaler Platz, a perfect spot for cultural and creative mingling. This marks Berlin Commercial’s closing drink, an occasion to say both hello and goodbye.



TICKETED

CINEMA DAY
MAIN EVENT

Berlin Commercial



AWARDS • CONFERENCE • SCREENINGS
FILMTHEATER AM FRIEDRICHSHAIN ————— 11 SEPTEMBER 2025

The Berlin Commercial Awards 2025 will take place at the prestigious **Filmtheater am Friedrichshain** in the heart of Berlin, bringing together the global creative community for a day of stage talks from globally successful agencies, screenings of the Awards Shortlist, and the highly anticipated Winners’ Announcement, proudly supported by **our official partners Universal Production Music Germany, Joy Films, Nouri Films, and service partner, Flim.ai.**

Bötzowstraße 1-5, 10407 Berlin | 12:00 - 22:00

GET YOUR FESTIVAL PASS

OFFICIAL PARTNERS



12:00 | DOORS OPEN

13:00 - 20:00

COMMERCIAL WORK

SHORTLIST SCREENINGS

13:00 - 20:00

MUSIC VIDEOS

SHORTLIST SCREENINGS

13:00 - 20:00

PERSONAL WORK

SHORTLIST SCREENINGS

13:00 - 14:00 | AWARDS ANNOUNCEMENT: PERSONAL WORK

14:00 - 15:00 | NETWORKING HOUR

15:00 - 16:00 | AGENCY PANEL: CREATIVE LEADERSHIP IN UNCERTAIN TIMES
Jeannette Bohné - Serviceplan (Managing Director) | Ville Ohtonen - BBDO (Creative Managing Director) | Asli Sahin - Ogilvy (Creative Director)

16:00 - 17:00 | NETWORKING HOUR

17:00 - 18:00 | PSYOP X TEMPLE CACHÉ: HUMAN HANDS ON AI
Marie Castéra - Temple Caché (COO and Producer)
Kelzang Ravach - Temple Caché (Director and Founder)

18:00 - 19:00 | NETWORKING HOUR

19:00 - 20:00 | MATTE X CONDÉ NAST: OWNING ATTENTION - WHEN CULTURE BECOMES THE BRAND
Matthew Rowean - MATTE (Chief Creative Officer)
Moritz Mebesius - Condé Nast Germany (Head of Video)

20:00 - 21:00 | NETWORKING HOUR

21:00 - 21:45 | AWARDS ANNOUNCEMENT: COMMERCIAL WORK

21:45 - 22:30 | AWARDS ANNOUNCEMENT: MUSIC VIDEOS

13:00 - 20:00

NETWORKING AREA

BITES & DRINKS

Networking Hours / Breaks

Winners Announcement

Stage Talks

*Please note that schdules may change, keep up to date on the latest on our instagram and website



GET YOUR FESTIVAL PASS

11 SEPTEMBER

STAGE TALKS

15:00 - 16:00

AGENCY PANEL: CREATIVE LEADERSHIP IN UNCERTAIN TIMES

SPEAKERS



JEANNETTE BOHNÉ **SERVICEPLAN**

MANAGING DIRECTOR | SERVICEPLAN BERLIN

Trekkie. Screenwriter. Creative MD. Half-Spanish. Half-German. Here to find stories that provoke emotions, actions and change. Grey. DDB. BBDO. Amazon Prime Video. Serviceplan. Never not thinking about my next manicure.



VILLE OHTONEN **BBDO**

CREATIVE MANAGING DIRECTOR | BBDO GERMANY

Ville is a highly multidisciplinary creative thinker and leader, whose teams and clients have received accolades at Cannes Lions, OneShow and EuroEffies, but also in Red Dot and UEFA Grow Awards. In addition to over 100 awards, the work has changed legislation and found its way to permanent exhibitions of museums. His 19 year career has included long stints at SEK (Grey), TBWA\Helsinki and Bob the Robot / NoA and Sherpa. Currently he is working as a Creative Managing Director at BBDO Germany.



ASLI SAHIN **Ogilvy**

CREATIVE DIRECTOR | OGILVY GERMANY

Asli Sahin, born in Istanbul and raised in Frankfurt, is an award-winning Creative Director at Ogilvy Berlin. Her career began at Ogilvy Frankfurt, where she won her first Cannes Lion as an intern. Starting as an art director, she quickly transitioned to copywriting—and, to her surprise, she liked it a lot. Before joining Ogilvy Berlin, Asli worked as Creative Director at Heimat/TBWA and has earned numerous awards at prestigious international festivals, including Cannes Lions, The One Show, D&AD, Clios, LIA, ADC, among others.

11 SEPTEMBER

STAGE TALKS

17:00 - 18:00

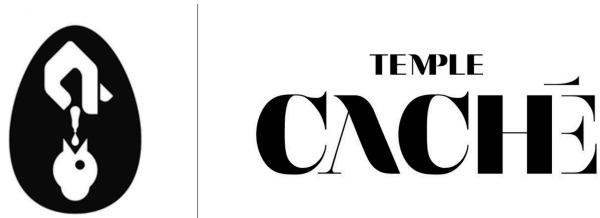
PSYOP X TEMPLE CACHÉ: HUMAN HANDS ON AI

SPEAKERS

TEMPLE CACHÉ

KELZANG RAVACH | DIRECTOR AND FOUNDER

MARIE CASTÉRA | PRODUCER AND CHIEF OPERATING OFFICER



Temple Caché is a creative house led by director & creative director Kelzang Ravach, and producer & Chief Operating Officer Marie Castéra. Imagined as a hidden shelter for restless imaginations, it brings together a collective of international talents to craft singular visual worlds.

To extend this vision, Temple Caché created Station Cachée, its mixed-media production studio, and Réalité Cachée, a lab for artistic research, innovation and experimentation. Together, they expand the house into a space where ideas are both imagined and made.



Temple Caché develops fresh storytelling and hybrid visual languages, blending direction, inventive production and forward-looking experimentation across film, music, luxury, advertising and digital culture. At the border between dreams and realities, poetry and surrealism, rhythm and composition, each project carries its own multifaceted signature rooted in collaboration and creative freedom

11 SEPTEMBER

STAGE TALKS

19:00 - 20:00

MATTE X CONDÉ NAST: OWNING ATTENTION - WHEN CULTURE BECOMES THE BRAND

SPEAKERS



MORITZ MEBESIUS

CONDÉ NAST
GERMANY

HEAD OF VIDEO | CONDÉ NAST GERMANY

Moritz Mebesius is Head of Video at Condé Nast Germany, leading the video strategies for VOGUE, GQ, AD, Condé Nast Traveller, and Glamour. With a background in global production management and a career spanning Vice Media and his own production company, he brings deep expertise in storytelling, creative operations, and commercial content.



MATT ROWEAN

MATTE

CHIEF CREATIVE OFFICER | MATTE

Matt Rowean is a Partner and Chief Creative Officer at MATTE Projects. Bringing over 20 years of experience, he oversees all creative services within the company and develops visually appealing content and marketing campaigns for leading brands in the fashion, tech, music, and lifestyle space. Under Matt’s leadership, MATTE has worked with high-profile clients including LVMH, Chanel, Hermes, PUMA, The Macallan, Roc Nation, Netflix and Google.

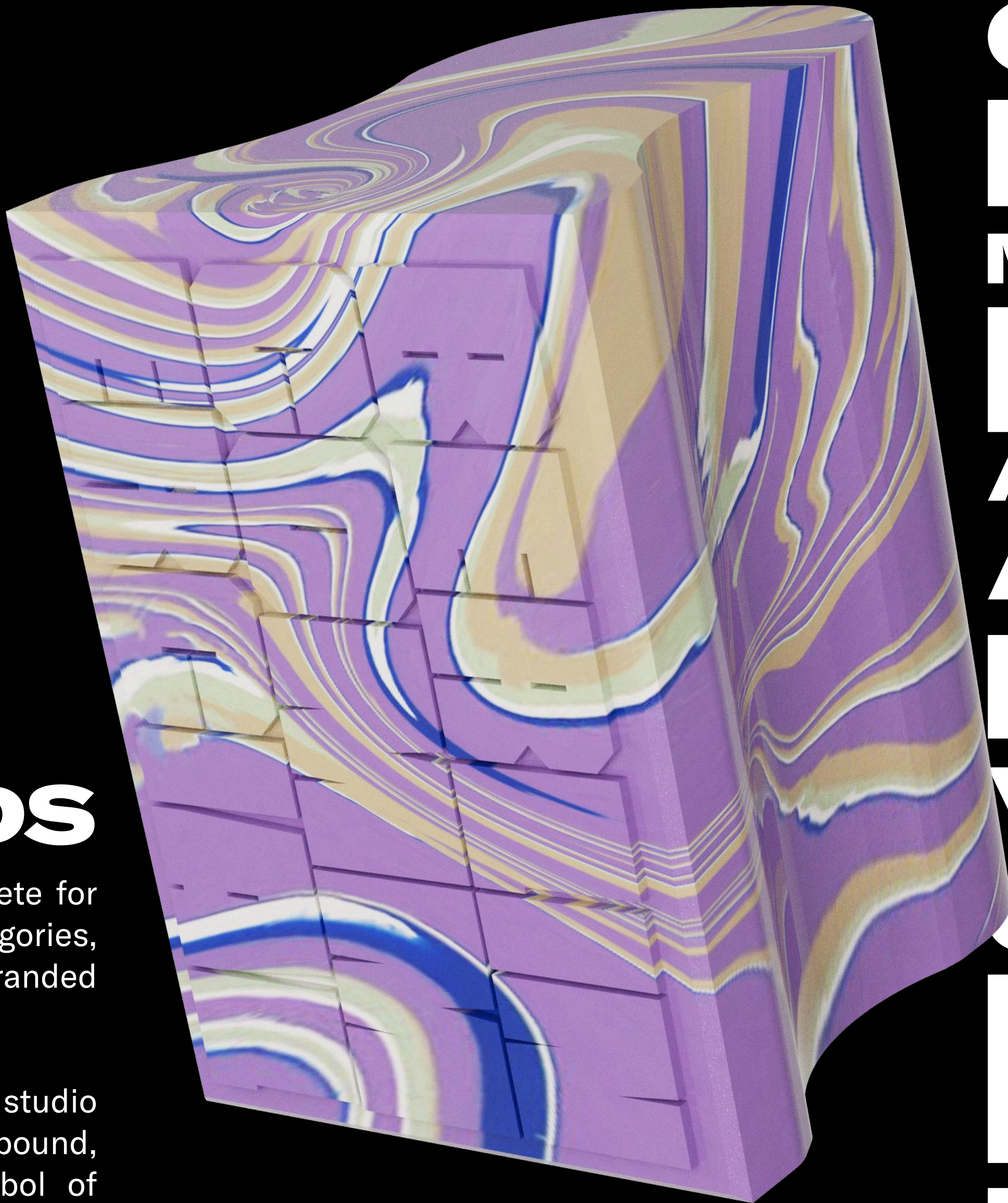
WINNERS ANNOUNCEMENTS

- 13:00 - 14:00 | PERSONAL WORK
- 21:00 - 21:45 | COMMERCIAL WORK
- 21:45 - 22:30 | MUSIC VIDEOS

THE AWARDS

Each year, over 1,000 submissions compete for an award across more than 30 categories, showcasing the very best music videos, branded content and personal projects.

Handcrafted by sustainable design studio ‘Gomi’, the trophies are made with ocean-bound, non-recyclable plastic - a striking symbol of creative renewal.



PREVIOUS HONOREES

KENDRICK LAMAR
FERRARI
CHARLI XCX
DOECHII
MERCEDES-BENZ
PRADA
AUDEMARS PIGUET
A\$AP ROCKY
MUGLER
VERSACE
CALVIN KLEIN
NIKE
POLAROID

After Hours

BERLIN COMMERCIAL • AFTER PARTY
MUSIK BRAUEREI — 11 SEPTEMBER 2025

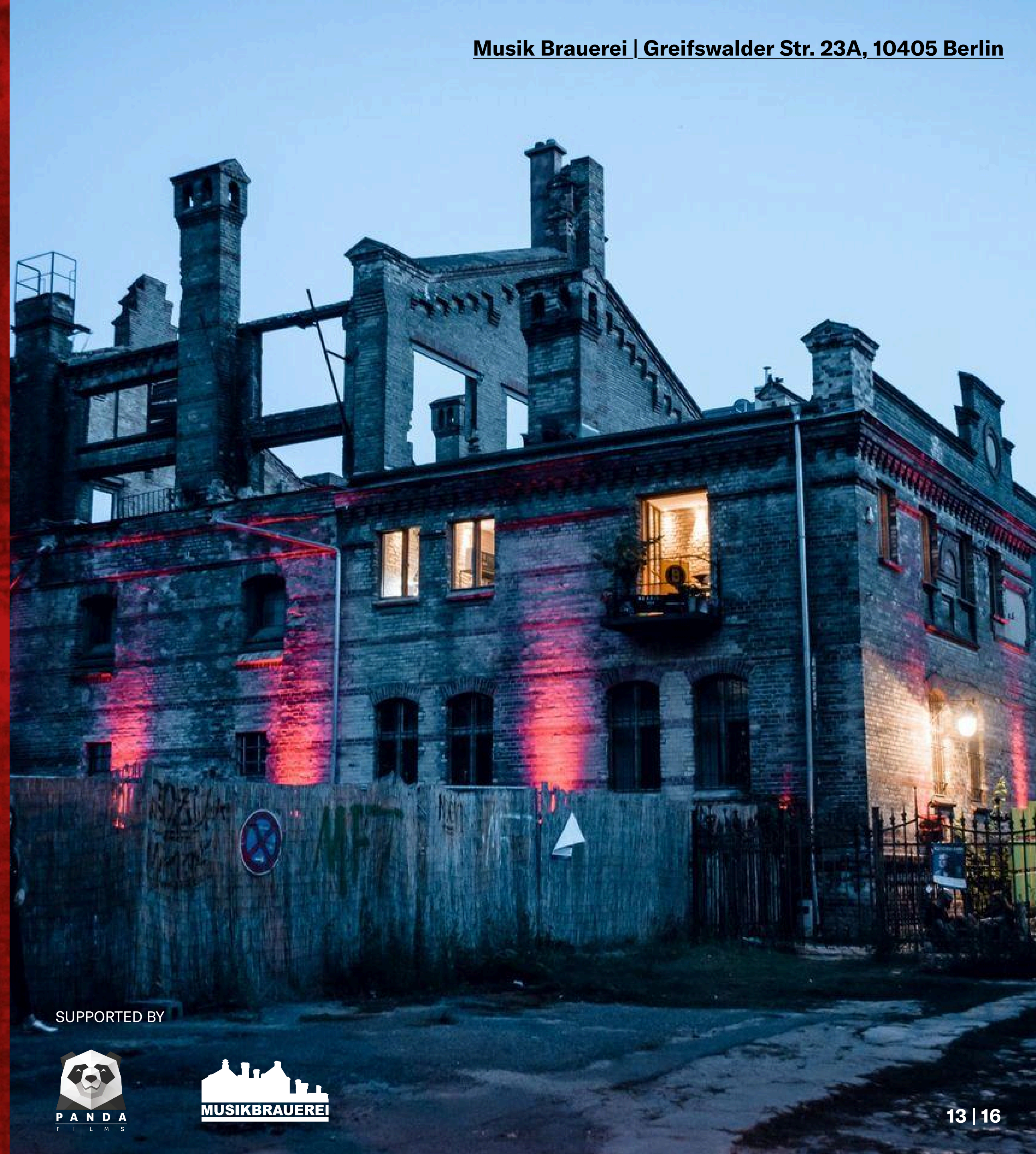
22:00 - LATE

AFTER HOURS TICKET

LIMITED TICKETS AVAILABLE AT DOOR

After Hours access is granted to Full Festival Pass holders and dedicated After Hours ticket holders. Please note: regular screening or cinema day tickets do not include entry to After Hours events. Follow Berlin Commercial on instagram to find out about the After Hours' DJ line-up, and music acts.

Musik Brauerei | Greifswalder Str. 23A, 10405 Berlin



SUPPORTED BY



FULL FESTIVAL PASS

9 - 12 SEPTEMBER 2025

ALL ACCESS & PRIORITY TO BERLIN COMMERCIAL FESTIVAL

Full Festival Pass gives you priority access to all public Berlin Commercial Events including:

- Kickoff
- Satellite Events*
- Conference
- Screenings
- Awards
- Networking Garden
- After Hours.

No RSVP necessary.

*Satellite Event entry is subject to capacity.

**Team tickets (5+) are available at a discounted rate. Please get in touch directly production@berlincommercial.com

BUY TICKETS

NOMINATED PARTICIPANTS

Nominees will receive a 30% personalized promo code for the full festival pass, valid for one complete order. Please reach out to claim yours via [Instagram](#).

KICK OFF

9 SEPTEMBER 2025

Hosted by Tracks & Fields and supported by Nouri Films, with live performances lead by Cassette Head Sessions with featured acts and DJs, uniting 700+ creative professionals from leading agencies, production companies, music artists, and beyond.

*Kick-off entry is subject to capacity.

RSVP HERE

SATELLITE EVENTS

10 & 12 SEPTEMBER 2025

ACCESS TO INDIVIDUAL SATELLITE EVENTS

Berlin Commercial Festival invites attendees to explore Berlin’s creative landscape, through a series of satellite events hosted by Ambassadors, Renegat, True Mates, and Jung von Matt.

*Satellite event entry is subject to capacity.

** Hosts of satellite events will confirm attendance, along with date and location details, by September 5th.

RSVP HERE

CINEMA DAY - MAIN EVENT

11 SEPTEMBER 2025

ALL ACCESS TO MAIN EVENT

The Cinema Day Pass gives you access to the main event featuring:

- Conference
- Screenings
- Awards*
- Networking Garden

*Does not include After Hours

BUY TICKETS

SCREENINGS ONLY

The Screenings Only Pass gives you access to the following spaces:

- Screenings (Cinema Rooms 1 - 3)
- Networking Garden

*Does not include the Conference, Award Show and/or After Hours.

BUY TICKETS

AFTER HOURS

11 SEPTEMBER 2025

Join the official awards after party of the Berlin Commercial Festival 2025.

*Subject to capacity.

BUY TICKETS

OUR PARTNERS

OFFICIAL PARTNER



UNIVERSAL PRODUCTION MUSIC

With offices in 33+ countries, Universal Production Music leads the world in production music, providing tracks for film, TV, ads, gaming, radio, podcasts, apps, sustainable productions, and more. Their mission is simple: Dive deep into their client's needs, delivering meticulously crafted briefs to world-class composers and guaranteeing top-quality tracks. Universal Production Music places emphasis on helping producers, editors and directors achieve their greatest creative and commercial potential and remain dedicated to shaping films, ads and trailers with their best music. To achieve these goals, their teams of music experts can deliver specially curated playlists diving deep into their catalog for every project and even do bespoke music with world-class composers.

OFFICIAL PARTNER



NOURI Films is an independent full-service production company based in Spain, operating in Italy, Portugal, Germany, Eastern Europe and South America. It is dedicated to supporting directors, content creators, filmmakers, production companies, agencies and Brands from around the world, with tailor-made productions at the highest standard, offering unique solutions through a wide range of projects. These include feature films, tv series, commercials, branded content and photo shoots delivered by different media channels, content platforms and innovative format solutions.

OFFICIAL PARTNER



Joy Films was founded in 1994 by Oscar-nominated director Mehdi Norowzian and Executive Producer Desley Gregory. Joy Films began as Joy@RSA and quickly rose to global recognition. Expanding to the UAE in 2008 through a partnership with Ali Azarmi, Joy combines global creative vision with deep regional expertise. Based in Dubai With hubs in, Los Angeles, Vancouver, and Riyadh, Joy has delivered award-winning, high-end productions for over 30 years. Known for seamless execution and a signature “can-do” attitude, Joy Films remains one of the most trusted names in the industry. Connect to Keep Smiling.

OFFICIAL PARTNER



TRACKS & FIELDS

Tracks & Fields is a global music agency shaping brand communication through culture, creativity, and craft. Since 2011, it's delivered thousands of projects for over 75% of the world's top advertisers, turning campaigns into award-winning, trend-setting moments. From artist collaborations and bespoke production to licensing iconic tracks, building long-term strategy, and art direction, our teams in Berlin, Tokyo, and Warsaw make brands heard, loud and clear. They obsess over getting it right - because the right music doesn't just support a campaign, it can make it legendary.

SERVICE PARTNER



PANDA makes beautiful films and keeps everyone happy in the process. We love what we do, and we work hard to impress. From TVCs and branded content to Bollywood, Hollywood, European cinema, documentaries, music videos, web series, and photoshoots - we deliver with care. Our clients return because we treat every project like our own.

SERVICE PARTNER



Flim is the all-in-one visual library for creative minds — a place to search, discover, and save the best shots from films, ads, music videos, and series. More than a database, it's a creative assistant that helps you turn inspiration into production.

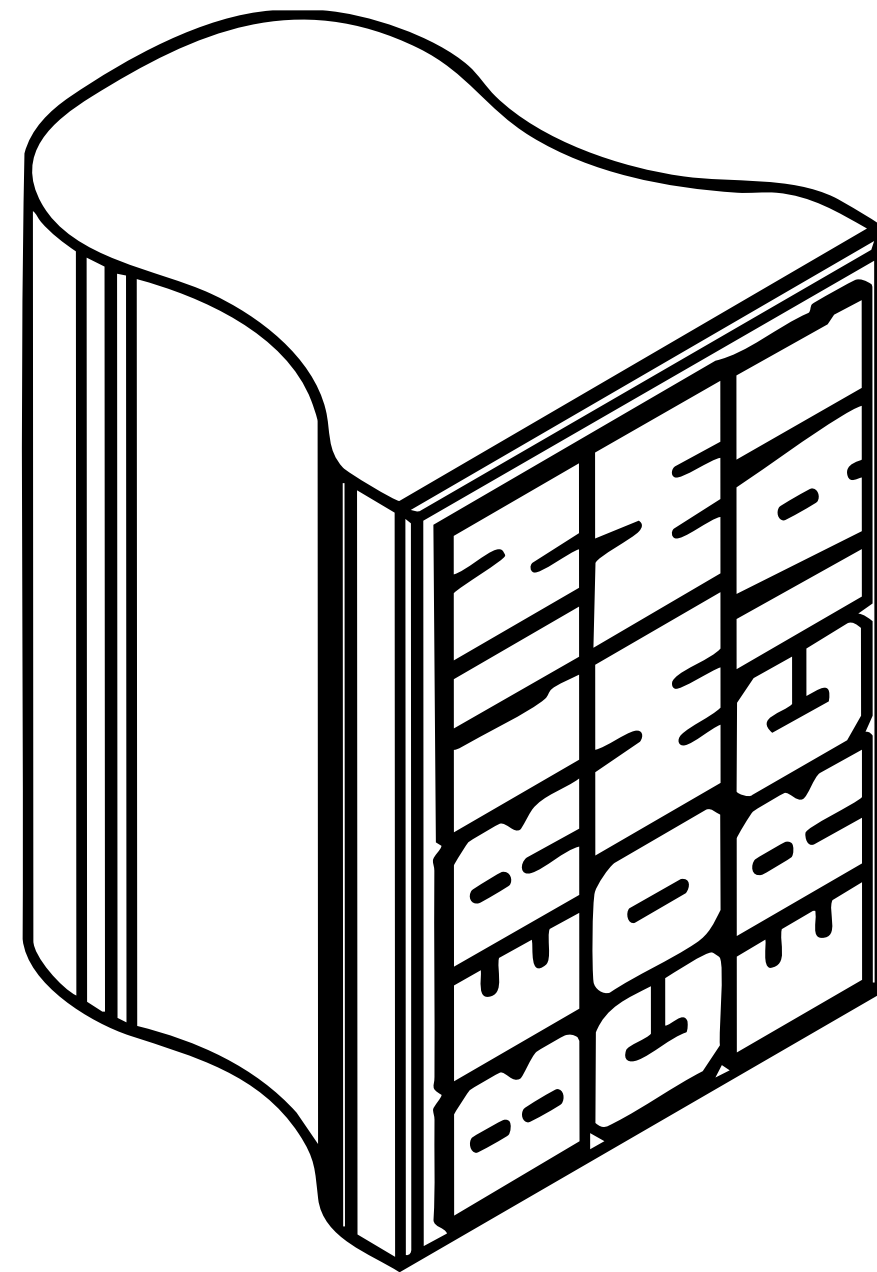
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8 - 12 SEPTEMBER 2025

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FOLLOW US ON INSTAGRAM & STAY UPDATED



GET YOUR FESTIVAL PASS

SPECIAL THANKS TO OUR PARTNERS & SUPPORTERS



SHOULD YOU HAVE ANY QUESTIONS - GET IN TOUCH!

PRODUCTION@BERLINCOMMERCIAL.COM