

About Demodern

Demodern is an Experience Technology agency headquartered in Hamburg and part of the international MCI Group, a global leader in engagement marketing and live communications. Since 2008, Demodern has been creating digital, physical, and hybrid brand experiences for international companies – from strategic concept development to technological implementation.

At the intersection of technology, creativity, data, and experience design, Demodern develops solutions that bring brands to life, engage audiences, and deliver measurable business impact. Its expertise spans live brand experiences, digital products, AI applications, immersive technologies, gamification, and data-driven customer experiences.

As part of the MCI Group, Demodern combines its expertise in creative technology with the global reach, international network, and execution capabilities of one of the world's leading engagement and marketing communications groups. Clients include Nike, IKEA, SAP, BMW, MINI, SNIPES, PwC, Beiersdorf, and ERGO.