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GOVERNANCE · OSINT · DIGITAL INTELLIGENCE

CASE STUDY

OSINT Brand Intelligence — Premium Partner Network

Luxury Kitchen Brand — German Market Expansion

Sector	Luxury kitchen appliances / Brand marketing
Client	Luxury kitchen brand, Germany/Switzerland operations
Brief	Identify and qualify brand-aligned trade partners for a premium B2B event series in Munich — from zero structured data to a DSGVO-compliant, segmented contact database
Engagement	OSINT audience research + strategic data architecture for Brand team
Duration	August–October 2025
Delivered	October 2025

The Brief

A luxury kitchen brand with more than 110 years of engineering heritage was planning a B2B market activation in Germany — a series of exclusive networking events in Munich designed to deepen relationships with kitchen studios, interior architects, premium carpenters, and design media. The goal was 90 qualified participants across three events.

The challenge was not the event itself. It was the data behind it.

The Brand team needed to identify and qualify 270 brand-aligned contacts in the Munich metropolitan region — professionals who work at the premium end of the kitchen and interior design market, do not represent competing brands, and are credible candidates for a long-term trade partner relationship. No existing database met this requirement. The segmentation logic did not yet exist. And the outreach infrastructure needed to be DSGVO-compliant from the ground up.

I was brought in by a global executive coordinating the project to build the intelligence foundation: research methodology, contact database,

segmentation framework, and data architecture — everything the Brand team needed to activate the event and sustain the relationship programme beyond it.

What I Did

The engagement ran across two parallel tracks: audience intelligence and data infrastructure.

Audience Intelligence

I developed a five-segment target model for the Munich region (80 km radius): exclusive kitchen studios and luxury brand trade partners, interior architects and luxury designers without competing product lines, premium custom carpenters integrating high-end appliances, premium appliance consultants, and design media with sufficient reach and brand alignment.

Each segment had defined qualification criteria. Kitchen studios required annual revenue above €200k and premium brands in their portfolio. Architects needed residential focus with project values above €500k. Carpenters had to specialise in high-end bespoke kitchen integration. Media contacts required reach above 50k and demonstrable affinity with the premium/design segment.

Using AI-supported open source intelligence — combining search engine queries, social network analysis, digital footprint assessment, and reference project review — I identified and qualified 270 candidates across all five segments. Each contact was assessed against brand conformity criteria, with systematic exclusion of competitors and their associated trade partners.

I also ran a cross-reference analysis between the Swiss partner network and the German market, identifying connections that could anchor Phase 1 outreach with credible warm introductions.

Data Architecture

The contact database was designed to be more than a one-time event list. I produced a full specification for a strategic data pool: database structure, segmentation logic, a brand conformity matrix for multi-channel outreach, DSGVO-compliant processing documentation, competitor exclusion mechanisms, and an access management framework covering internal and external partner roles.

The architecture integrated existing brand assets — CRM data, newsletter subscribers, prior event attendees — with the newly researched contacts,

resolving the Germany/Switzerland cross-reference gaps that had previously prevented systematic activation.

Deliverables were structured in two layers: Annex 1 covered the operative database (sources, data processing workflow, segmentation, handover to the project lead) and Annex 2 demonstrated what analytical dashboards the data infrastructure could support — sales management, engagement tracking, pipeline analysis — as an illustration of the long-term value of the data asset.

The Results

Metric	Result
Qualified contacts identified	270
Target segments covered	5 (kitchen studios, architects, carpenters, consultants, media)
Geographic scope	Munich + 80 km radius
Participant target per event	30 (× 3 events = 90 total)
Competitor exclusion	Systematic — competing luxury brands and their trade partners excluded
DSGVO compliance	Full — processing documentation, opt-in logic, deletion protocols
Data architecture delivered	Database spec, segmentation logic, brand conformity matrix
Dashboard concepts	Multiple — sales management, engagement tracking, pipeline view

Segment breakdown target: 40% kitchen studios and luxury brand trade partners · 33% architects and interior designers · 20% premium carpenters · 7% design media and multipliers

Events planned: Three identical premium formats — brand showroom Munich, November 2025, with live cooking by a Michelin-starred chef and authentic Swiss heritage catering.

What the Engagement Produced Beyond the Brief

The database I delivered was handed directly to the project lead for event activation. But the Annex 2 dashboards demonstrated a point that goes beyond this project: structured OSINT output, built to a data architecture standard, becomes a reusable business asset. The same contact database that activates three events can underpin a systematic partner relationship programme, a competitive intelligence monitor, or a market segmentation model for subsequent campaigns.

The brief was a contact list. The deliverable was an intelligence infrastructure.

What Made This Engagement Different

OSINT is not just an investigative discipline. The same methodology that maps digital infrastructure or supply chain networks can map a market. The qualification criteria, sourcing logic, brand conformity filters, and competitor exclusion mechanisms are the same structured intelligence questions applied to a commercial audience problem.

The Brand team needed research they could stand behind. Every contact qualified. Every exclusion documented. Every source traceable. That standard — the same standard I apply in regulatory and forensic contexts — is what makes the output usable beyond the initial brief.

Relevant for Your Organisation If:

- You are a brand team planning a B2B market activation in Germany and need qualified contact intelligence, not a generic list
- You need audience research that applies DSGVO-compliant data architecture from the ground up — not retrofit compliance
- You are expanding into a new region and need systematic identification of brand-aligned trade partners against defined criteria
- You want OSINT methodology applied to commercial audience intelligence — segmented, documented, and structured for long-term reuse
- You need a data infrastructure that supports both activation (events, outreach) and ongoing relationship management

Book a 30-minute scoping call: meet@axelhoehnke.com

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Analysis

Client identity and engagement contact anonymised at their request. Names and personal reference
available upon request.