

# Vibrancy Studio brings Berlin's culture marketing model to Portugal

**Co-founder Nico Mahembe Ingendaay joins the international closing panel at Talkfest on 20 March**

**Vibrancy Studio** is an independent culture marketing agency founded in Berlin in 2022 by **Nico Mahembe Ingendaay** and **David Zaun**. The agency connects brands to cultural communities through strategy, creative campaigns, talent partnerships and live experiences. Clients include **Coca-Cola, Spotify, Johnnie Walker, L'Oréal, Converse, Desperados** and **JD Sports**.

**Nico Mahembe** built his reputation over 15 years inside Germany's music industry as a curator, promoter and co-founder of Hype Fest, where he was instrumental in bringing Drake, Kendrick Lamar and J. Cole to German audiences. **David Zaun** brings 15 years of brand strategy experience from Publicis, Red Bull and Campari. Together they represent a combination of cultural credibility and commercial rigour that defines how the agency works.

Lisbon is **Vibrancy Studio's** third office, following Berlin and Cologne. The city's growing position as a creative and technology hub in Europe, the density of its cultural calendar and the quality of local talent made it a natural move for an agency that operates at European scale with strong local roots in each market. Portugal hosted 557 music festivals in 2025, drawing 2.5 million attendees, 75 percent of whom shared their experience on social media in real time. For brands that want to be part of that conversation rather than interrupt it, the opportunity is significant.

Leading the Portugal operation is **João Camejo**, formerly of Universal Music Group and NOS Comunicações, with direct experience activating brands at NOS Alive, NOS Primavera Sound, Liga NOS, Sporting CP and SL Benfica.

## Vibrancy at Talkfest 2026

On 20 March, **Nico Mahembe** joins the closing international panel at [Talkfest](#), Portugal's leading music industry conference attended by over 500 professionals from labels, festivals and brands.

Under the topic "*The Future of Music Events: Creativity, Innovation and Global Connection*", the panel brings together Nico Mahembe alongside Matthieu Corrosine of Moga Festival and Moulin, international DJ and producer, moderated by Gary Smith of Amsterdam Dance Event and Paris Music Week.

**Nico Mahembe** will be available for meetings in Lisbon during the event.

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**About Vibrancy Studio**  
Independent culture marketing agency  
Berlin, Cologne and Lisbon  
[vibrancy-studios.com](https://vibrancy-studios.com)

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