

Press release

Strategic Expansion: Mediaplus Strengthens Behavioral Intelligence with Global AI Unit Behave

For Mediaplus, the launch of Behave at the House of Communication Munich marks a strategic milestone. With the expansion of the UK consultancy, the agency group is embedding behavioural science where effective campaign work begins: in the systematic understanding of human behaviour. Behave has been part of Mediaplus UK since 2019 and is now being translated into globally scalable, AI-powered solutions.

Munich, May 21, 2026 — Impact begins with understanding: the UK-founded agency Behave is now launching in Germany. With this move, Mediaplus is placing even greater emphasis on the foundation of effective media work: a deep understanding of consumers. As part of the launch, Mediaplus is integrating Behave's behavioural science expertise into a new AI-powered product suite within the Serviceplan Group's House of AI: Behave.AI. Via Mediaplus' Global Data Platform, these solutions are now accessible across all Mediaplus locations worldwide.

Behave was founded in 2019 as an independent agency and part of Mediaplus UK, then Total Media. Today, Behave combines behavioural science models and experimental designs with strategic consultancy, as well as data- and AI-driven analysis. The aim is to systematically explain and assess decision-making processes and mechanisms of influence more effectively, and to derive media strategies and campaign content from these insights.

"With Behave.AI, we are integrating behavioural research where it becomes particularly effective for media: at the intersection of strategy, data and technology. The new unit strengthens our behavioural science capabilities and expands our expertise in research and planning. This enables us to create global solutions based on a deeper understanding of human behaviour while making decisions faster, scalable and verifiable through AI," **says Karin Immenroth, Global Chief Data Officer at Mediaplus. Together with Global Director Minh Nguyen, she oversees Behave in Munich.**

With the new Behave.AI solutions Purchase.AI, Tribes.AI and Resonance.AI, Mediaplus enables the systematic analysis of consumer behaviour. **Purchase.AI** measures brand relevance in purchasing situations more quickly and comparably, identifying which buying moments a brand already owns, where competitors are stronger, and which opportunities this creates for brand management. **Tribes.AI** reveals the behavioural patterns shaping target groups – from attitudes and motivations to purchase propensity and conversion potential – and

translates them into concrete activation recommendations. **Resonance.AI** analyses psychological mechanisms, cultural triggers and decision-making patterns. This allows brands to assess before production begins whether a campaign or asset will reach the intended community and whether its messages resonate culturally and psychologically.

In the UK, a 20-strong team works across industries for clients including E.ON, Zoetis and Hiscox. The Munich team, led by Karin Immenroth, focuses on both global and national AI projects and accounts, working closely with UK colleagues on international campaigns. Initial Behave.AI solutions have already been implemented for Lorenz's Nic Nacs and BRITA water filtration.