



MEMEX 2025

Enter the Sandbox

09:00 - 10:00 Get together + Breakfast

10:00

INTRO

Enter the Sandbox

Michael Schiessl, eye square & Joulia Strauss, Artist

11:00 - 11:30 Coffee Break

BRAND
Experience

11:30

Research as Part of Creativity

Andreas Thoelke & Marvin Vogt, eye square

11:45

Leveraging Attention in Media Planning

Tobias Hopp, OMD

USER
Experience

12:15

CREATE, SHOW, TEST: Optimizing Freenet's Digital Assets with the "Digital Experience Sandbox"

Inga Scharfenberg, Freenet & Carina Lehne de López, eye square

12:45

Sandboxing UX - Hands on Insights Into the Daily Research Practice

Florian Fried, eye square

13:00 - 14:30 Lunch Break

SHOPPER
Experience

14:30

The Digital Commerce Sandbox - Next Gen Shopper Research

Felix Metger, eye square

14:45

Unlocking Digital Impulse

Amara Waqar, MARS & Frederick Alloh, eye square

15:15 - 16:00 Coffee Break

ARTIFICIAL
Experience

16:00

Asset Testing and Optimization with Morphologically Trained AI Personas

Dirk Ziems, concept m

16:15

AI vs Real Eye Tracking Data

Felix Fischer, eye square

16:30

From Fun to Full Funnel: The Marketing Power of Generative AI and Augmented Reality

Takeshi Tawarada, Snap Inc. (virtual)

Closing Remarks & Networking Activities

Food trucks & Spree boat tours available-
please join us in celebration