

Artifact™ and Hyght GmbH Strategic Partnership to Expands Brand Reach Across the U.S. and Europe

ARTIFACT™ × HYGHT GmbH

EXPANDING BRANDS ACROSS BORDERS

Gainesville, Florida Nov 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - Artifact™ and Hyght GmbH Announce Strategic Partnership to Expand Brand Reach Across the U.S. and Europe

Artifact™, a leading Brand Agency specializing in **Exit & Expansion Branding** (www.WeAreArtifact.com), today announced a strategic partnership with **Decimind** (www.Decimind.co), a premier Swiss marketing firm renowned for precision-driven strategy and European market expertise.

This collaboration unites two trusted advisors in brand growth and marketing innovation — each recognized for their ability to guide clients through pivotal transitions and ambitious expansions. Together, they form a powerful bridge between the **U.S. and European markets**, creating a seamless experience for companies seeking to scale internationally while respecting regional differences in privacy laws, consumer behavior, and cultural trends.

“Our mission has always been to position brands not just for success — but for significance,” said Quang Tran, Partner at Artifact™. “Partnering with Decimind allows us to extend that vision globally, offering clients the intelligence, nuance, and localized strategy needed to thrive

across continents.”

Decimind brings its European marketing precision, data discipline, and creative execution to the partnership, complementing Artifact’s expertise in U.S.-based brand architecture, storytelling, and strategic growth planning. Together, the agencies will deliver **integrated brand campaigns** that are both **globally aligned and locally resonant**.

“**This partnership creates a direct runway for brands ready to expand internationally**,” said Demetra Mandrapiliadis, Managing Partner at Decimind. “Artifact’s mastery of strategic brand positioning, combined with our deep understanding of European market complexities, ensures clients can ‘spread their wings’ with confidence — fully compliant, culturally tuned, and strategically prepared.”

Beyond aligning campaign strategy and execution, the collaboration sets the stage for clients seeking to **expand, acquire, or exit** — providing cohesive brand support through all phases of their growth journey. Whether it’s an American brand entering the EU or a European company launching in the U.S., the partnership between Artifact™ and Hyght GmbH offers a unified front for international success.

About Artifact™

Artifact™ is a U.S.-based brand agency focused on **Exit & Expansion Branding** — helping companies refine their positioning, messaging, and visual identity to maximize market value. From pre-exit brand strategies to global expansion campaigns, Artifact™ serves as a trusted advisor to founders and companies ready for their next chapter.

Learn more at www.WeAreArtifact.com.

About Decimind

Decimind (www.Decimind.co), based in Switzerland, is a premier marketing firm specializing in strategic digital marketing, performance analytics, and go-to-market activation. As the marketing arm of Hyght GmbH (www.hyght.ch), an advisory firm serving enterprises and private equity clients, Decimind leverages a data-first approach combined with a global perspective to drive impactful growth.

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Source : Artifact™

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