



## AngelaMerkel.de

Statesmanlike reason, closeness and unpretentious authenticity in a decidedly small, unobtrusive browser window countered to the online presence of former Chancellor, Gerhard Schröder.

Rich with flash effects the former chancellor's credentials demanded the user's entire workspace with its posh panorama screen. "Not to produce herself, is how she produces herself" explains Merkel Biographer, Gerd Langguth. Angela-Merkel.de, inclusive continuous podcastings, accompanied Germany's first female Chancellor through her successful campaign and into the favorably mannered broad acceptance that Mrs. Merkel enjoys today.

## Best Agency Website 2008

Germany, Switzerland, Austria. McCann Erickson received the highest scoring with 1,9. The group wins effortlessly amongst the network agencies. The user gets to see the agency's work up front, which spot was done by which group becomes apparent in a straight forward fashion. A clear structure with emotions taking center stage.



-Werben und Verkaufen October. 2008 Nr. 42



Careforce.de made it onto the shortlist next to Wunderman in the category direct marketing for this years CREA 2009 award. [Read the article here.](#)



to find or switch your model of choice.(see bottom area marked red).

## 2. Sidewalk



# MRM Worldwide wins GM's Northstar 30 Million account

All 12 European countries have been sold the presentation layer with all its experience designs some 3 years ago in a design study called opel.xx. My humble contribution to this much anticipated win. The three core concepts are outlined on this page.

Continuously creating new relevance through headline news and Opel innovations, the sidewalk consists of billboards driving the message ' fresh thinking, better cars' home. (see area marked red)

## 3. Brand Street

## 1. Catwalk



Innovative, intuitive product launcher allows a convenient side-by-side comparison of the entire product palette. As each model gradually shifts from frontal view to side view on mouse-over,, a close to real feel of each car's design features makes it fun

Opel.xx integrates campaigns throughout their phases (tease, pre-launch, and launch) at its core and central to the learned and immensely popular URL. Individual campaign adequate URL's will be redirected to the brand street without limitation to full RIA applications for a becoming brand experience. Con-sumptuous labor and costs of micro-sites are eliminated to the benefit of a more efficient centralized approach.

One more thing

## Nanny Elizabeth



Returned from my best Christmas holiday ever with the idea to help my daughter get her premium Nanny Agency started in the Edinburgh neighborhoods of Grange, Morning-side and Marchmont. An inexpensive pull tab flyer.

Watch this space.

## A good life in advertising

- No brainer career in classic advertising for 25 years.
- Early switch to online. First hypertext presentation in New York as early as 1985.
- Enjoying great acceptance amongst sophisticated peers and senior clients.
- Comfortable with Madison Avenue folks
- Been there, done it. New York, LA, Miami, Vienna, Frankfurt, Berlin, Aschaffenburg, München
- Early adapter to the max. 1) Helped make windsurfing popular across Europe. 2) Produced legendary Munich Punk Sampler which put Munich on the new wave radar and was exhibited at the Haus der Kunst early 2009 in a show called "Made in Munich". 3) Build a prepress company on Miami's Ocean Drive based entirely on NeXt computers technology (now Apple's OS X system software)

## Most recent

