

**I AM  
DOING  
THINGS I LIKE**

**RALF ZILLIGEN**

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# I AM A CREATIVE

“It’s me”, advertising said, “from now on I’ll be part of your life.”

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After being an unsatisfied clerk and upcoming sports journalist, underestimated soccer player and designated theologian – and didn’t like it – I responded to a call from Werner Butter to join RSCG, Butter, Rang in Düsseldorf working on Citroen, SPD, Hannen Alt, DAS BESTE magazine and Kommunalverband Ruhrgebiet. First nominations at ADC Germany.

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Hildmann, Simon, Rempen & Schmitz, also in Duesseldorf. My clients: Dresdner Bank, stockagency ZEFA. First silver and bronze at ADC Germany.

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1991 until 1995: Jung von Matt (staff member # 31) and Springer & Jacoby – on Porsche, Swiss Mövenpick Restaurants, Jever Brewery, DER SPIEGEL, Wasa, Deutsche Telekom and Pulmoll. First lion in Cannes.

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Freelance copywriter in London (Saatchi & Saatchi), Brussels (Saatchi & Saatchi), Munich (Heye, Wiesmaier, Serviceplan), Frankfurt (Saatchi & Saatchi, JWT), Hamburg (Jung von Matt, Boening & Haube) and sometimes Düsseldorf (Euro RSCG, Rempen & Partner, DDB, BBDO, Michael Schirner). Several national and international awards.

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Move to London. Not as a striker but as copy-writer. For adidas. For Nintendo. To Leagas Delaney. Finally Champions League, for the next three years.

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Wieden & Kennedy, Amsterdam. The only place in Europe where copywriters were able to create global work. My intention: Global campaigns for Siemens mobile and Vodafone were the outcome of two years working at the most ambitious, most innovative and one of the most “human” agencies the world.

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Back to Düsseldorf. Two years with stöhrDDB.

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Being a true creative leader for the first time: BBDO Duesseldorf. Taking over a hardly profitable and creatively boring company and turning it around:

First Cannes-Lion with BBDO Germany. Raising BBDO Germany from #17 up to # 3 at the creative ranking in Germany, most successful german agency in Cannes 2007, best creative performance of BBDO Germany in history.

First cross-media trainee-program for creatives in Germany, developing the “smart model” as innovative agency model, BBDO research “Futuring Communication” as change management program, co-founder of the “Total Work Award” for innovative and integrated campaigns within BBDO Germany.

New Business performance: adidas (global IT security), CEMEX (concrete), smart (automotive), BRAUN (household and personal care), Westlotto (lottery), Ponica (soft drink), Bayer Corporate (pharmaceutical and chemistry), Bayer Schering (pharma), Krombacher „Cab“ (beer brand), Movie Park (leisure), Klöckner Stahl (steel company), Koopmans (dutch food brand), Melitta Kaffee (coffee brand), Melitta (household).

Successfully re-pitched: Deutsche Postbank (financial services)

Award performance since 2003: Cannes Lions (Bronze 2004, Silver and Bronze 2006, Gold 2008), Epica (Grand Prix 2007).

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Content & Context – The marriage of equals.

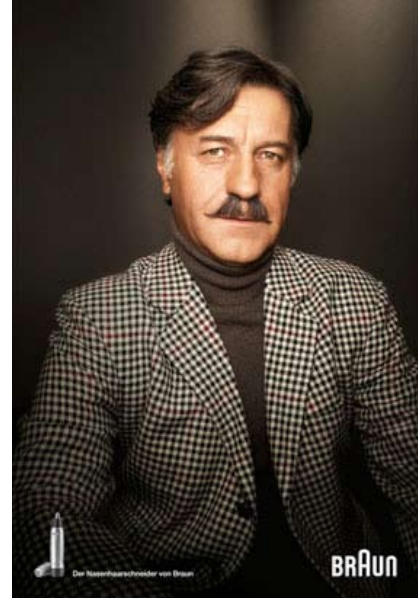
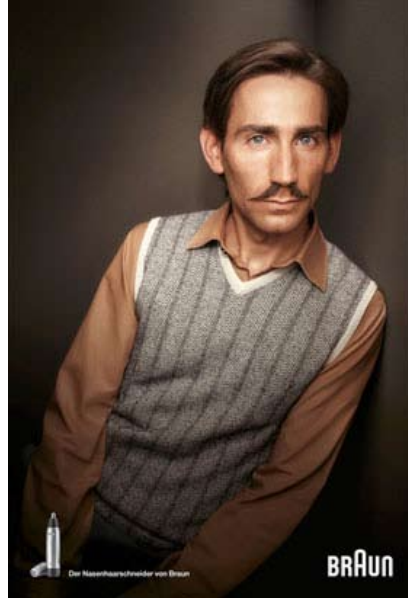
Together with MEC Germany, a GroupM media agency, I founded Arthur Schlovsky. Germany's first agency that treated content and context equally to provide clients with creative work from a hybrid agency.

We established "Narrative Brand Planning" as a new way of thinking through the storytelling process and we successfully served clients like Dr. Hauschka, WeightWatchers, Unitymedia, König-Pilsener, Bauer Yoghurt and Brigitte magazine.

# SELECTION OF WORKS

BRAUN / PRINT ADS / VIBRISSAE / CCO

Does your nose need a haircut? If yes, here are some suggestions.



PEPSI / OUTDOOR / TRUCK / CREATIVE DIRECTOR

For some people outdoor relates only to posters. To me, outdoor simply means everything you don't find indoor.



PEPSI / OUTDOOR / BOTTLED CAN / CREATIVE

The same old story: PEPSI vs. Coke. But there are still ideas that have never done before.



PORSCHE / PRINT ADS / 011 / CREATIVE

One of the most controversial car advertising campaigns ever in Germany. And two of the most favourite ads I was responsible for.



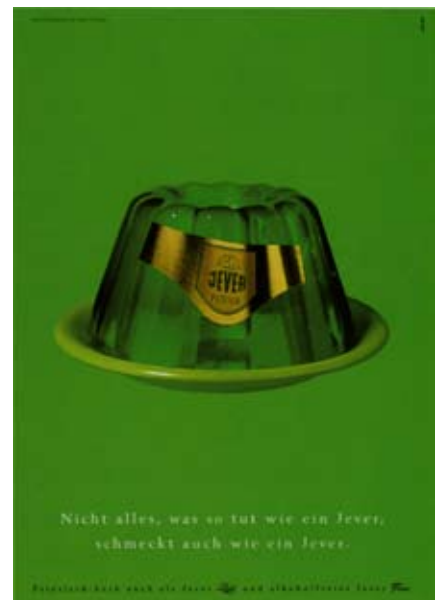
You can get a tan in any convertible. Only not as fast.



For more than 100 years, cars are made independent. This makes dependent.

JEVER / PRINT ADS / PRETENDER / CREATIVE

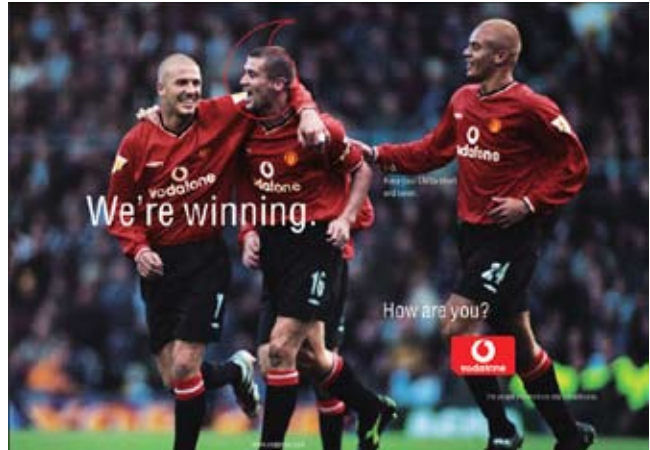
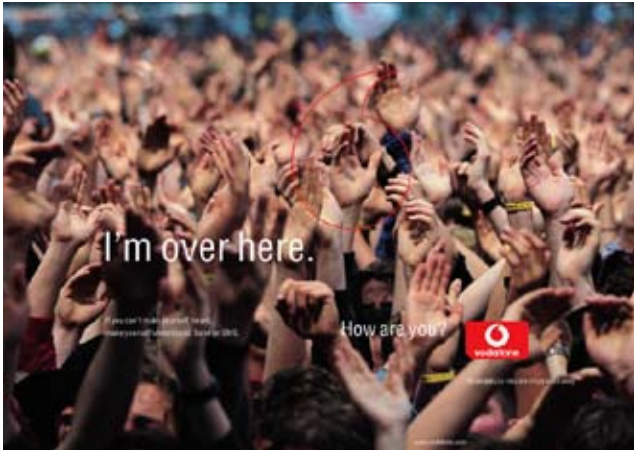
Besides their traditional advertising campaigns, the brewery started something fresh and unusual in Germany: Running a special interest campaign for young consumers.



Not everything that pretends to be a jeyer, just tastes like a jeyer.

VODAFONE / OUTDOOR / LAUNCH / CREATIVE

The most expensive advertising campaign that ever ran in Europe: US\$ 6 MM. production budget, US\$ 450 Mio. media spendings, at the same time running in 36 different markets. And, by the way, helping a band "The Dandy Warhols" to become famous.



SPIEGEL / OUTDOOR / COMPETITION / CREATIVE

A great moment in history of DER SPIEGEL: It has never been done a print campaign before. The launch of FOCUS magazine created the need.



Independent, non partizan, buyable.



For trivia we have a special section.

SMART / PROMO / CIRCLE / CREATIVE DIRECTOR

An idea doesn't care which media will be used to deliver it.



Smallest turn radius. smart fortwo.

SMART / VIRAL / URBAN STEALTH TECHNOLOGY / CREATIVE DIRECTOR

A chocolate brand that wants a promotion everybody talks about. A car brand that wants people to do test-drives. An agency that connects both by coming up with an idea, that helps everyone achieving their goals.

