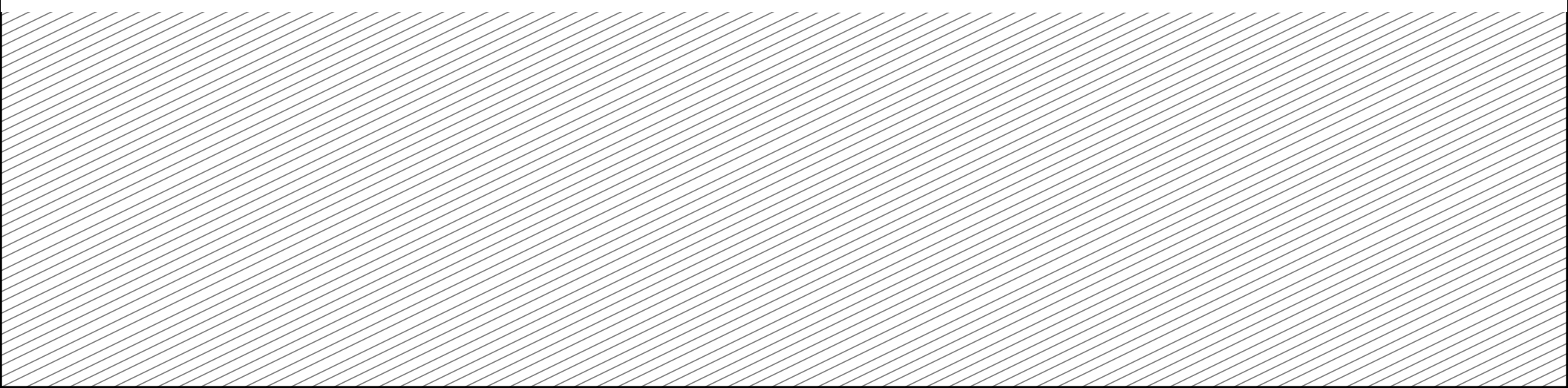


PORTFOLIO_09_ **PHILIPP CERNY**

Thank you for your interest in my work.
To navigate through this file use the arrow keys.





Name: **Philipp Cerny**
Hybrid Creative

Birth:
Nationality: **14/04/78**
Austria

Contact: **eyidentities@gmx.net**

Every piece of work on the following pages is based on an original concept of mine. Most of them were executed by me as well, although I was working on many projects with inspiring partners and (Ex.) Creative Directors who helped me to expand a concept or just guide me through it.

My biggest achievement so far, the "MINI Academy for fast learners" and the European NintendoDS launch wouldn't have been possible with the help of everybody in the respective agencies.

Long story short: I don't put other people's work in my book but I had on many projects inspiring people helping my sorry ass out.

Aug 2009 - today
Creative Director
LC/Interone/BBDO_Dubai

BMW, MINI, ROLLS ROYCE

Feb 2009 - Jul 2009
Creative Freelance
LC/Interone/BBDO_Beijing

BMW, MINI

Dec 2007 - Jan 2009
Senior Creative
Scholz+Friends_Hamburg

**SIEMENS, SIEMENS and some projects for SIEMENS .
Did I mention SIEMENS yet?**

Jan 2006 - Nov 2007
Creative
Jung von Matt_Hamburg

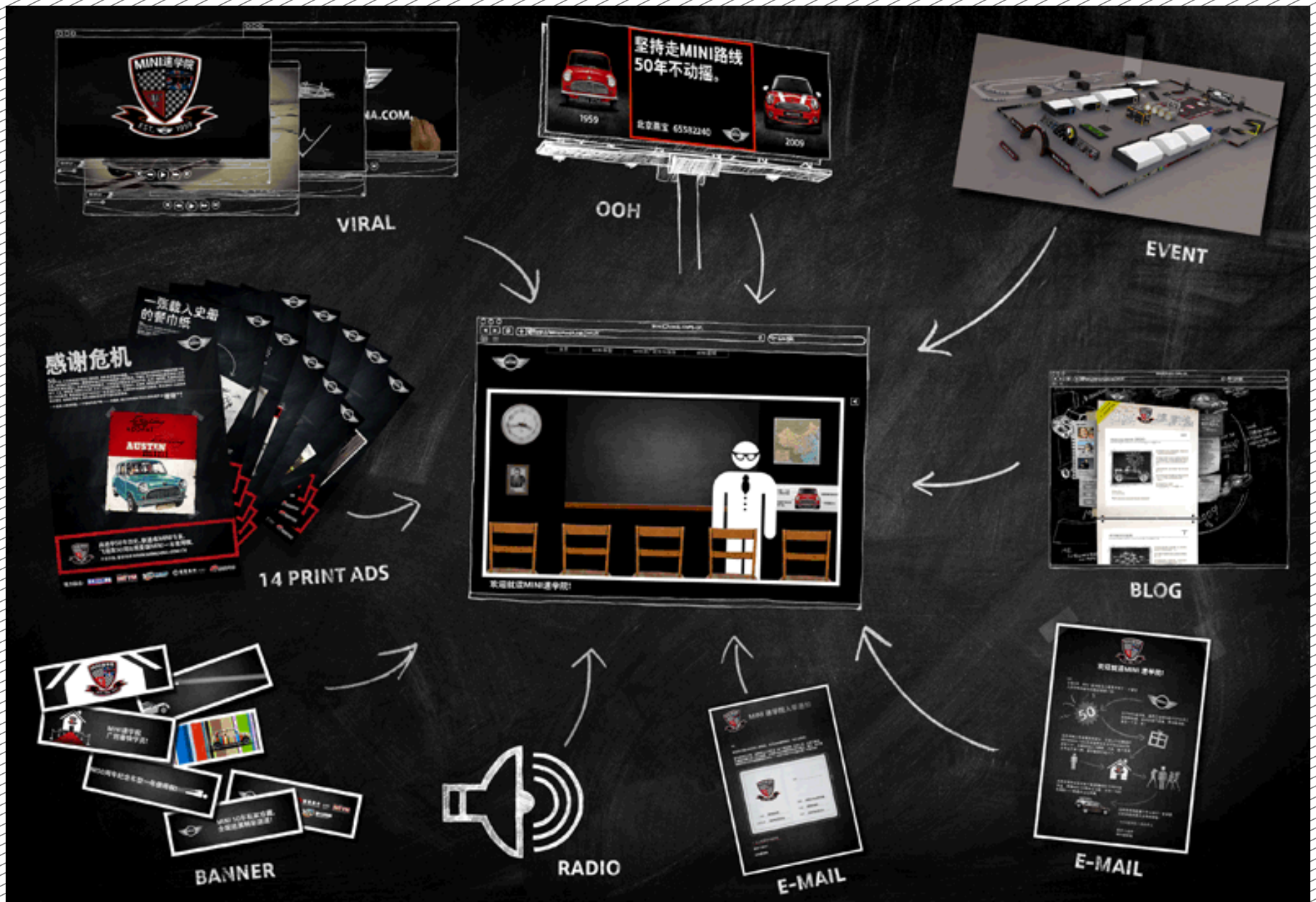
**BMW, MINI, Nintendo, E-Plus_BASE (phone provider), BILD (Germany's most read newspaper),
Runners Point (store chain), Mey Lingerie**

Sep 2003 - Dec 2005
Student
Miami Ad School_Europe/HH

**Internships at: Saatchi&Saatchi/London, Leagas Delaney/London,
Jung von Matt/Hamburg and DDB_Berlin**

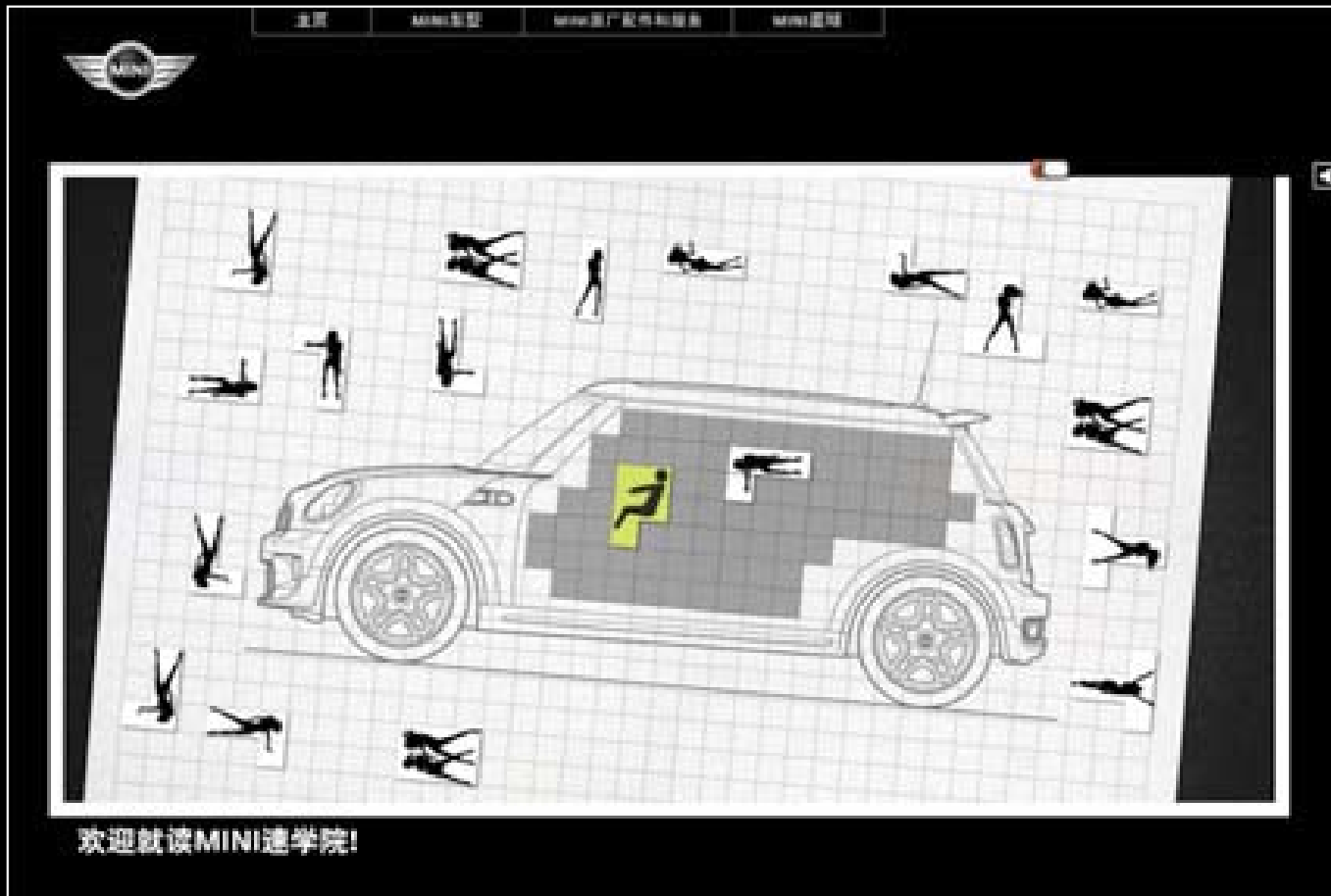
Sep 2001 - Jul 2003
Junior Art Director
OgilvyOne + LOWE_Vienna

American Express, T-Mobile, Profil Magazin,...



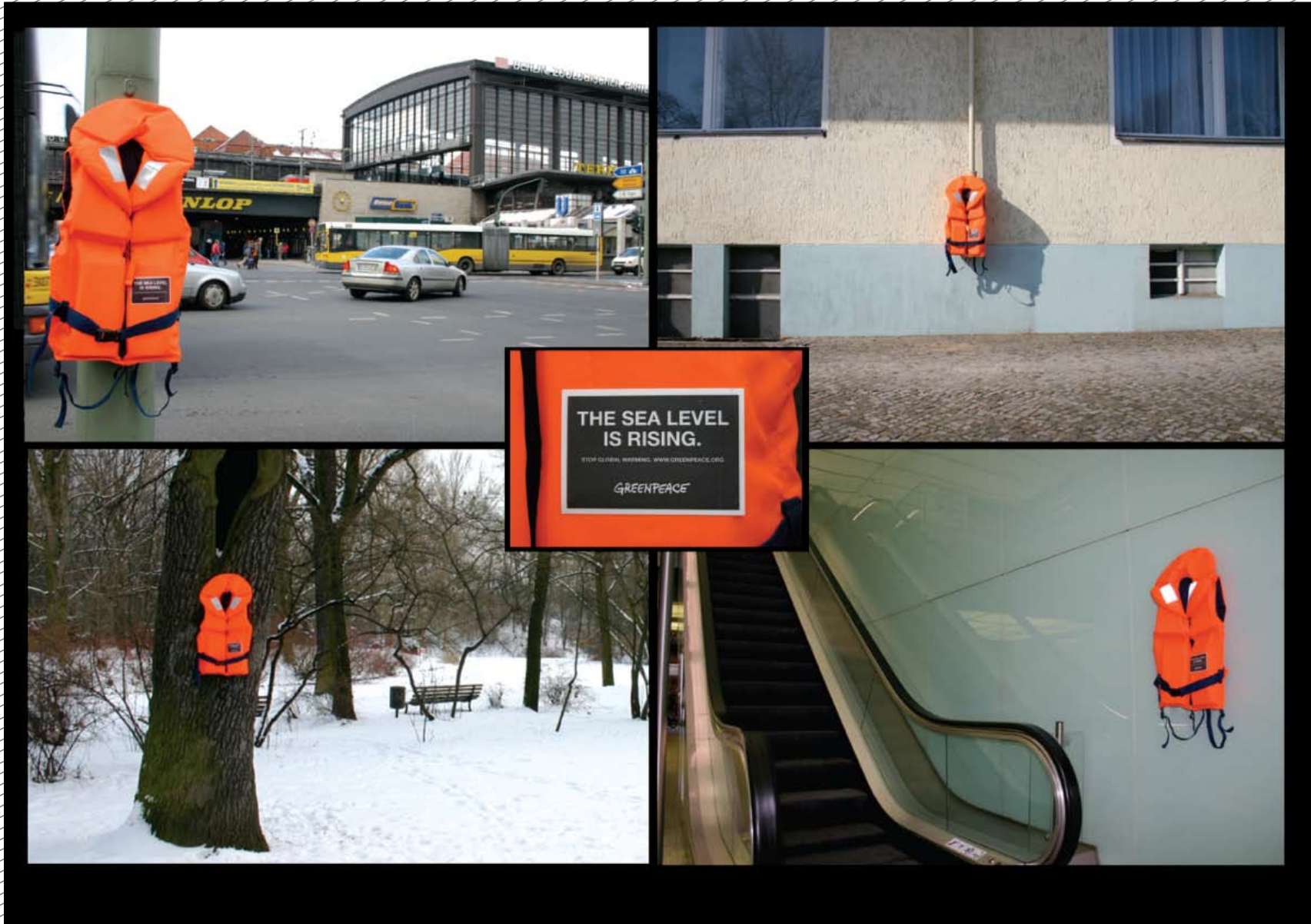
BMW_Mini/China 2009 1 of 2

An integrated campaign to promote the MINI brands 50th birthday in China, a market in which people were prosecuted for listening to the Beatles and who are now spending their (financial) freedom on SUV's and Limousines.



**WATCH THE CAMPAIGN SUMMARY IN THE ATTACHED MOVIE.
ON THE WEB: GO TO [youtube.com](https://www.youtube.com) TYPE "MINI Academy for fast learners"**

2 of 2 Fifty years ago, the chinese majority was only riding a bicycle. But now it's becoming THE global player and everybody there loves "bigger, bolder and better". SUV's and limousines are the cars of choice and the MINI is actually called "the Mistress car." So how do you teach to the chinese consumer, that MINI is around since 50 years and has a legacy of races won, pop culture and lifestyle? We sent the consumer back to school. Literally.



Greenpeace 2004



STAGETEASER AND BANNER



E-MAIL



"MINI" GAME



PRINT

SEE THE MINI-GAME AND WEB-BANNER IN THE ATTACHED MOVIE.

BMW_Mini/Middle-East 2009 1 of 3

MINI in the Middle East has a similar problem to China - luxury SUV's, Rolls Royce and the BMW 7 series rule the market. With the rather annoying detail that the client has even less budget and is not as open-minded (yet) to integrated thinking compared to our chinese client. Still, we managed to get people talking with a rather unusual approach to make it clear that MINI just got 50 and that it's not "a girlie car."



WHAT A BIRTHDAY.
IT'S MINI (1959 - 2009)



50 YEARS OF MINI. IT'S NOT A CUTE ANNIVERSARY.

www.MINI-me.com/50years



BMW_Mini/Middle-East 2009 2 of 3

We focused in the ME region less on heritage and substance and had a wicked time-frame of 2 weeks. Did i mention the budget of less than 2000USD allready? Anyway - we came straight to the point in a mail and told the consumers: **"50 years of MINI. It's not a cute anniversary."** And bashed cartoon girls to underline the message via short flashgame, on the website and in print.



WHAT A BIRTHDAY.
IT'S MINI (1959 - 2009)



50 YEARS OF MINI. IT'S NOT A CUTE ANNIVERSARY.

www.MINI-me.com/50years





THE ANNIVERSARY EDITION CAMDEN. IT'S ANYTHING BUT CUTE.



BMW_Mini/Middle-East 2009 1 of 3

A print campaign for the anniversary model CAMDEN, which builds on our 50 years communication. The visuals are being used for print, POS and webbanner.



50 YEARS OF MINI.
WHAT A BIRTHDAY.
www.MINI-me.com

THE ANNIVERSARY EDITION CAMDEN. IT'S ANYTHING BUT CUTE.





Always a happy end.

Allianz accident insurance
by Büttner&Richter

Maße für
Anschaffungspreis
in Euro, 1/1
Preis

ALLIANZ "Stuntman"

Challenge
Promote the "Allianz accident-insurances".

Solution
We promote our accident-insurance with an accident:
In public places a man rushes down the stairways screaming
in pain. When people come closer to help him, he stands up
easily and hands out flyers, which offer the accident insurance.
Obviously, he is a stuntman.

Result
Over 14% of the flyers we handed out got back.
In addition the client got news-coverage in local papers.



BECKS PLASTILIN “Let the kids build a better world” 2008

Shout “SCAM!!” because this idea was looking for a client. But it found one and it’s a very happy tiny company now, because the product is developed by handicapped people to give them a mission in life. And as a little bonus there’s a rumour now on the web that BECKS MC is Playdoh’s biggest competitor in Europe.



BECKS PLASTILIN



Campaignlogos for SIEMENS 2008



NBC/Univeral -Sci-Fi Channel 2004



MINI Oman 2009

Due to the financial crisis the BMW AG in Oman made a financial offer, which was so hard-selling, that even MINI was shocked by it.



MINI Abu Dhabi (coming in 2010)

MINI just got 50 and of course has fans through all age-groups. Hence the VW Granny.



MINI Fibreglass installation Lebanon (rejected)



JOY HAS TYRES WHERE BEASTS HAVE CLAWS.

JOY IS THE NEW BMW X6 M WITH 555HP.

BMW M. 

BMW X6M and X5M launch, Middle-East

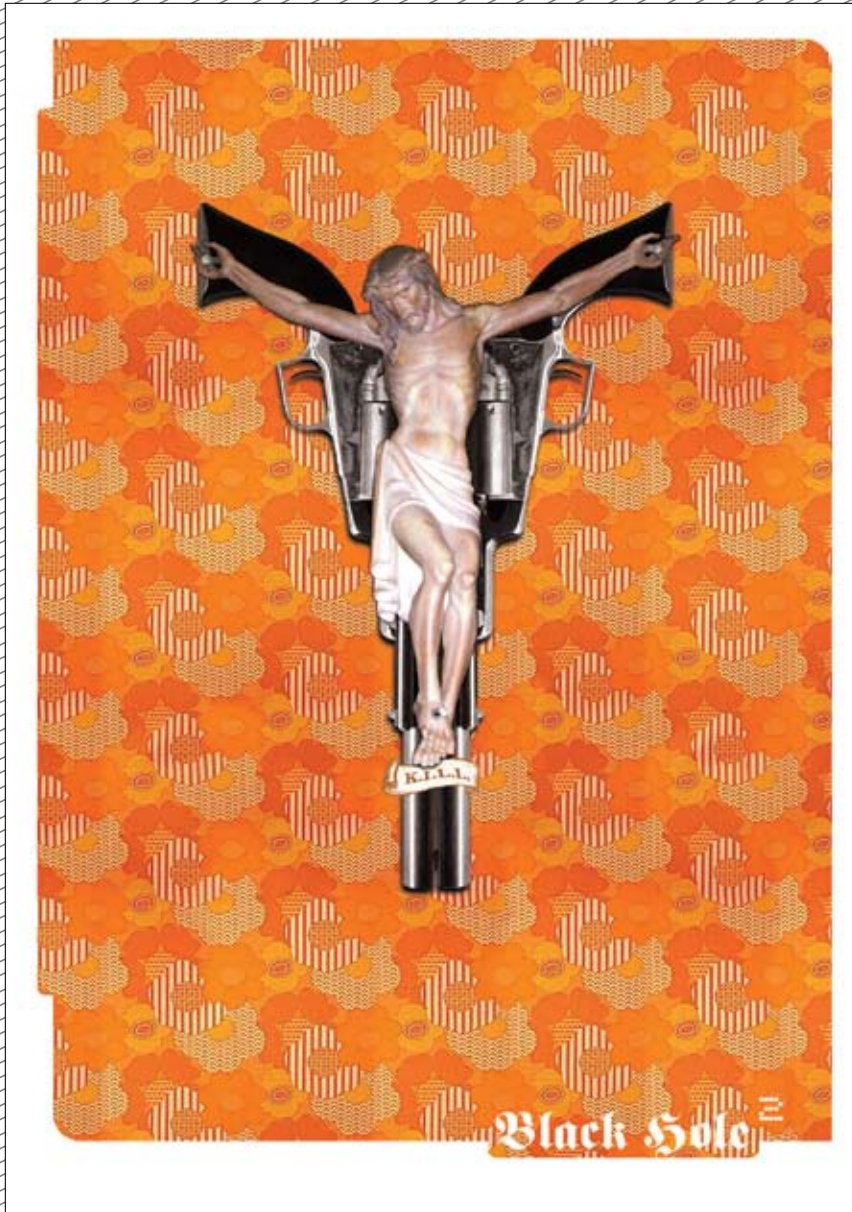
BMW launched two cars which fit perfectly into this market: the fastest luxury SUV's you can find. Idea-wise this ad is swimming in the "sea of sameness" of car ad's, but we tried to deliver at least a HL with a punch.



JOY DOESNT ARRIVE - IT APPEARS.

JOY IS THE NEW BMW X5 M AND BMW X6 M WITH 555HP.

BMW M. 



Old illustrations for magazines and events 1999 - 2002



i-Phone apps 1 of 2 (unproduced)

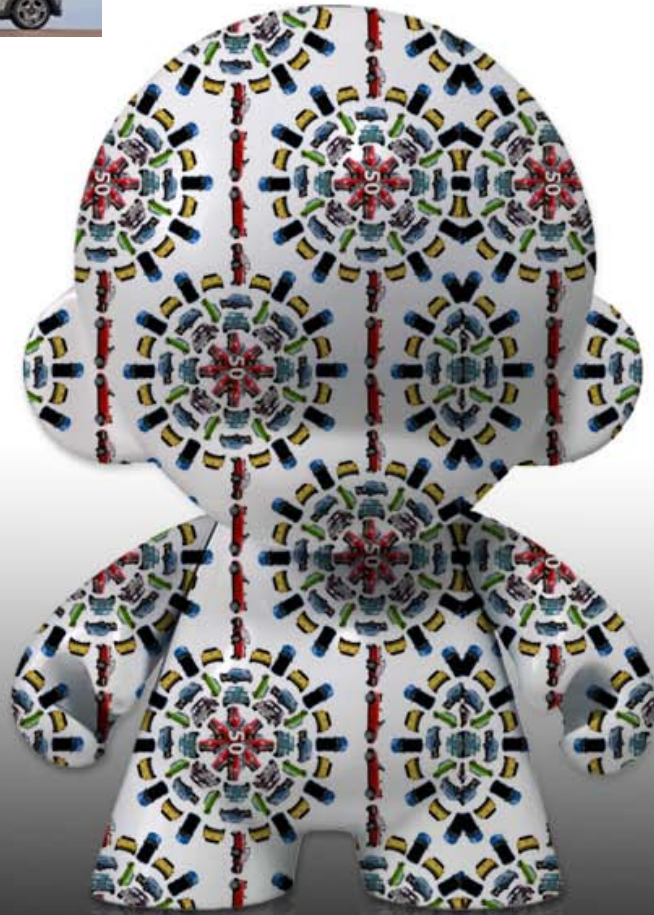
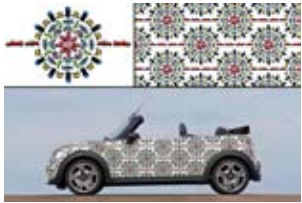
I started to think of apps., i would like to see. They rely on the same mechanic - the built in camera.

- 1. Godzilla Unleashed** - stomp on every building in sight. The app for fans of the game or the annoyed office worker.
- 2. Man on wire:** for fans of the movie and wanna-be acrobats. Balance-it-out or die!



i-Phone apps 2 of 2 (unproduced)

“BRAINJOGGER”: Dr. Kawashima makes you more clever. To underline that, we send out an MMS with a not-so-bright kid. Via touch and drag you choose how smart you want the kid to be. The message is clear: The closer to the product - the smarter your kid.



MINI Middle East 2010 (COMING 2010)

“Munny Cooper” - we create a series of designer toys in the style of the famous “Munny” as a limited give-away. The plan is to have one basic figure which will be redesigned by artists and others as well as a limited offer for existing customers to create their own design. Designcompetitions will follow as well as a subsite to create awareness for it.



Watch the commercials on the reel.



NINTENDO DS Launch Europe 2004

My first big pitch win was actually produced during my internship at Jung von Matt. First my partner Sebastian and me had the claim "Play God" and then the script basically wrote itself. I still like basic idea but from today's perspective I would have loved to launch the campaign online and expand the thought much further.



RP RUNNERS
POINT

Runners Point 2004

**in case
of boredom
read on**

Born in 1978 as the only son of 4 children of a lawyer and a farmers daughter.

As a kid i was drawing heroes from movies i´ve recorded and later stole empty VHS movie-boxes at Blockbuster to glue the logos of Warner Bros. and the like on my cover designs.

Kicked out of every school including the “Advertising Academy Vienna.”

Attended a traineeship at LOWE/Vienna. Three teams in three units should compete for a job. In the end i was the only one who stayed but they only extended my traineeship due to the financial crisis after 9/11.

Got my first regular job at Ogilvy/Vienna. Hated it. Looked through “Luerzers Archive” and figured that most of the good work in middle Europe is done in Hamburg/Germany.

After i got kicked out of Ogilvy i worked day and night in a bar to get money to go straight to Hamburg.

The Headhunter i met there told me about a guy who´s opening a “Miami Ad School/Europe”. Suffering a serious lack of confidence due to my endless drop-out-list i met Niklas Frings-Rupp on a construction site. We spent three hours in an office where only the wall behind his desk was painted. No running water there, but i was ready to sell my Grandma to join the yet-to-exist School.

Nobody wanted to buy my Grandma so i applied for a student loan which still gives me a headache today. But it was worth it - after only 3 months at MAS/Europe i gained some confidence by winning with my first self-made campaign in the student category of the Art Directors Club Germany.

After a year i attended an internship at Jung von Matt (back then my heroes) and my teampartner and me spent three months 24/7 in the agency.

Again the investment pays off: our concept wins the European wide Nintendo DS account, we get work produced for MINI and collected more than ten national and international awards from ADC to Clios. The Ad “shoe” for Runners-Point is selected by a non-advertising jury to go straight into the permanent collection of Germanys biggest Museum for Modern Arts. Doesnt help the ranking but it´s good for the aforementioned confidence issue.

**in case
of boredom
read on**

I attended a few other internships, among them i got the honor of working with Tim Delaney. I am even more honored by the fact that Rob Burleigh, Tim's CD, wants to lure me away from Miami Ad, but i feel i have to finish school... (for once in my life).

After school i get hired straight away by - surprise - Jung von Matt. But MAS/E and my internships in London awakened a call for more international work and i start again a naive journey, in the hope the outcome will be the same like my Hamburg trip a few years ago.

I book a flight to New York and try to knock directly on the doors of my "most wanted list". At W+K i even manage to get in a fight with the lady at the reception who laughs about my silly introduction that i came across the big pond to get a job there. She tells me to get lost and that's what i do. Somewhere between Hudson and Broadway.

In San Francisco i am constantly hammering on the "receive" button of my mailprogram in the hope that Goodby might answer my mails and give me a chance to introduce myself. After a week i give up and switch the constant keyboard hammering to being constantly hammered.

When i sober up i realize i'm back in Hamburg at Scholz+Friends. I am learning a lot there, big shootings and the like, but in the end i ask myself if "working across all media" really means to create one keyvisual and adapt it to sticker formats, Print, POS and onlinebanners...

My old Art Director from my short stint at Ogilvy/Vienna runs into me and tells me she's CD now in a cross-mediashop in China and she needs talent. "Pick me, pick me" i beg and scream and one month later i arrive at Beijing International Airport feeling kinda lonely but excited.

After successful six months they ask me if i want to go to their Dubai office to run the creative department there. I actually dont, but somehow i listen to Ice-T and misinterpret his words "Try it, you might cause a riot."

Now i am in the Middle-East and i know i need change. I want to start my career from scratch. I want to do web content, games and ideas that havent been done before. I want to work with down-to-earth people to do out-of-space ideas. In a place where creative and effective work arent considered as two different things.

And i think this place is yours.

awards

2004

adc germany • student merit

2005

clio awards • bronze + shortlist

adc germany • young art directors merit

adc germany • bronze + 2x merit

london international ad fest • finalist

adc europe • bronze nominee

art award germany • best of print (the art awards normally dont focus on marketing)

das poster (germany's oldest awardshow) • bronze

ad for runners point went into the permanent collection of contemporary art
at the "pinakothek der moderne" (museum of modern arts, munich)

2006

nominated for archive magazine "student of the year" 06

2009

new york festivals • finalist

work feautured in several magazines and books such as "page",
"graphis new talent annual", "blicktricks", "archive", "max" ect...

Contact: **eyidentities@gmx.net**