

FIRST IMPRESSIONS

Gelb is yellow.
Yellow is Gelb.
Gelb provokes.
Gelb excites.
Gelb lives.

FRESH ANSWERS

**We create ideas.
Ingenuously simple.
Always new.
Cleverly linked.**

Our way: A clear strategy in our head and
a creative team around one table.

**Communication is not about talking –
but about saying something.**

**We do integrated communication.
Strategically fresh.
Conceptually new.
Unusually outspoken.**

**There is only one goal: the perfect solution.
Tools are any means necessary: like events,
guerrilla marketing, promotion, co-operations,
public relations and classical advertising.**

"Das bin ich"

Dealership launch of MINI Specials

Munich Moves

FIFA World Cup concept, City of Munich

Under Cover

Spring Campaign 2005, MINI Germany

Meet MINI 2004/2005

Experience tour with test drive, MINI Germany

Live for Life

PR-concept, MammaZentrum

Nice Perspectives

CeBIT-Satellite, BMW Recruiting

MINI DriveLifeStyle

Roof campaign MINI Aftersales 2004/2005

"SportSchauen"

Street-Promotion, Masterfoods

Conquer – Win – Sell

CRM-Toolbox, MINI Germany

Experience MINI Dealerships

Guideline POS presentation,

"Entschleunigte Beschleunigung"

Performance, Siemens mobile

Words up

Event strategy 2003/2004, MINI Germany

Refreshing KickZ

Water lounge areas for Frankfurt
Publishing Trade Fair 2003

Only MINI can do this

Film premier , MINI Germany-
Concorde Film

Ideas in Free Fall

Creative workshop, University of St.
Gallen

A Future Day in Your Life

Exhibition and VIP events, BMW
Connected Drive

It's D Time

International launch of the MINI One D

Premium Alive

Sneak preview, Rolls-Royce

Move the Moment

Guerilla performance tour, MINI
Germany

Movida Barcelona

Product-launch, MINI

Be Driven

Chauffeur's School, Rolls-Royce

Shoot your own MINI Cut

Film promotion, MINI Germany

Everything flows

Co-operation concept,
City of Munich

Seven Senses

Launch of the BMW 7 series,
BMW Berlin

GELBE ART

"The Ideastore"

Store experiment

Phat for Life (Summer Moves)

Punk Rock Aerobic Video

"Typisch Deutsch"

Documentary about German lifestyle

Eastside Session Series

Art jams



DAS BIN ICH

Challenge: Germany-wide dealership launch of MINI Seven, MINI Park Lane and MINI Checkmate

Implementation: Authentic portraits of target group characters in vector graphics combined with the extremely individual statement "Das bin ich." (That's me.)

Job: Creative concept, naming of campaign and development of campaign claim, communication concept and realisation (classic including print adverts, direct marketing, street promotions, public relations), event concept (VIP), model casting, handling and photo shoot, showroom concept, creation and production of guidelines, input and setting of Sales Forum (training MINI dealer)



MUNICH MOVES

Challenge: Defining Munich as the most innovative Host City of the FIFA World Cup 2006

Implementation: Roof campaign based on two major marketing activities: the welcome initiative “Servus” and the program “Summer in the City”, a portfolio of events, promotions and co-operation for Munich’s economy

Motto: Munich Moves

Client: City of Munich

Job: Market research and competition analysis, creative and marketing concept, naming of the campaign, developing of the brand-label “Servus”, establishing a master plan and activity portfolio for events, promotions and merchandising



MEET MINI 2004/2005

Challenge: Increase public awareness of the MINI brand and conquer new target groups

Implementation: Experience tour with test drive comprising 150 dates a year in 80 different German cities (road show)

Motto: Meet MINI – or: A Day in the Life with ...

Client: MINI Germany

Job: Creative concept, concept for co-operations and communications (classic, direct, internet, mobile, street promotions, public relations), music and audio book production, promoter casting, organisation of tour and logistics, project management on location, documentation (Meet MINI diary)

Add on: MINI Live! 2004

Adaptation of the Meet MINI concept for the Middle and Eastern European market including planning and supervising on location



LIVE FOR LIFE

Challenge: Launch of the new MammaZentrum (medical center) in Munich as a link between theory (Klinikum rechts der Isar) and practise (radiology at the Prinzregentenplatz and Marienplatz)

Implementation: Staging of the opening as a VIP-event combined with an after show party for 400 guests in an unusual industrial venue

Motto: Life for Life

Client: MammaZentrum

Job: Communication concept, CD-and CI development, creative concept of the VIP-event, location scouting, production, direction and supervision on location, including an entertainment and co-operation concept for a charity event



NICE PERSPECTIVES!

Challenge: Image presentation of BMW Recruiting on a self contained 12 sm satellite stand at the CeBIT 2005

Implementation: Guerilla production of a virtual observation deck in a green meadow combined with a multimedial link -via binoculars and webcam- to the "mother"-stand of BMW Recruiting

Motto: Nice Perspectives!

Client: BMW Recruiting

Job: Creative concept and supervising of the satellite architecture, adventure concept with visuals, music, fragrance, teasers and give-aways



CONQUER – WIN – SELL

Challenge: Design a toolbox of ideas for cutting-edge CRM

Implementation: Defining the basics of winning and retaining the loyalty of customers in a specific target group – thorough analysis of market and target groups followed by promotions, events and guerilla marketing activities with an efficiency control of those measures

Motto: Conquer – Win – Sell

Client: MINI Germany

Job: Problem analysis, development of a strategic and creative concept, workshops for creative training, creation and production of the toolbox



ENTSCHLEUNIGTE BESCHLEUNIGUNG

Challenge: Develop an entertainment concept for CeBIT 2004 supporting the company's recent strategic re-positioning

Implementation: Stage an ostentatious yet seemingly absurd slow motion performance that breaks up the conventional notion of stage set up and liberates itself from space and time (a reflection on everyday things in life)

Motto: "Entschleunigte Beschleunigung" (Geared-down acceleration)

Client: Siemens mobile

Job: Creative concept for stage architecture and entertainment, production, stage direction, concept for visuals, music, fragrance, give aways



REFRESHING KICKZ

Challenge: Create a concept for an innovative lounge area at Frankfurter Buchmesse 2003 (Publishing Trade Fair)

Implementation: Design real and virtual water landscapes in co-operation with MINI Germany (a cubic area featuring unusual Refreshing Feet Spots) and in addition a singular water bar made of hundreds of water bottles

Motto: Refreshing KickZ

Client: Frankfurter Buchmesse / MINI Germany

Job: Creative concept for lounge architecture, events, co-operations (Mare, KiWi publishing company etc.), stage direction, production on location, concept for visuals, music, fragrance, give aways



ONLY MINI CAN DO THIS

Challenge: Market the German opening of the Hollywood blockbuster “The Italian Job”

Implementation: Stage a VIP event for the Germany premiere including an after show party for 800 guests in co-operation with Concorde Film and in connection with a Germany-wide image campaign for dealerships

Motto: Only MINI can do this

Client: Concorde Film / MINI Germany

Job: Creative concept for the opening show, stage direction and production on location, co-ordinating presenters and entertainment (indoor stunt show, visual arts and music acts), concept for co-operations and communications and in addition a comprehensive marketing concept for Germany (classic, direct, trade, internet, mobile, street promotions, public relations)



EXPERIENCE MINI DEALERSHIPS

Challenge: Develop guidelines for a better representation of the MINI brand at the POS of the dealerships

Implementation: Face-lift of the interior design at the dealerships for individual implementation (300 different types of MINI dealerships in Germany) in co-operation with an Italian team of designers

Motto: Experience MINI dealerships

Client: MINI Germany

Job: Consumer research, analysis, creative concept interior design and new room elements, workshop, creative supervision, creation and production of guidelines



MOVE THE MOMENT

Challenge: Position MINI as a lifestyle brand and raise product and brand awareness in the German market

Implementation: Germany-wide guerilla tour with 16 international street performers (MINI Faces) and 340 performances in 74 German cities

Motto: Move the Moment

Client: MINI Germany

Job: Creative concept, staging of performance, concept for co-operations and communications (direct, internet, mobile, public relations), casting of street performers in Berlin and Munich, kick off event, tour organisation and logistics, supervision on location, documentation (film and diary)



A FUTURE DAY IN YOUR LIFE

Challenge: Present (auto)mobile innovations and future projects of BMW in BMW Pavillon in Munich, adaptable to different target groups like the public, trades, sales persons, multipliers

Implementation: Interactive image and product exhibition including series of VIP events formatted as TV show

Motto: A Future Day in Your Life

Client: BMW ConnectedDrive

Job: Creative concept for the exhibition and event series, editing and directing TV shows with real and virtual presenters including guests and entertainment (performance and music acts), stage direction and production of performance with interactive setting and interactive costumes, production of presentation and event series with supervision on location, concept for co-operations and communications (exhibition, direct, internet, public relations)



IDEAS FOR SALE

Challenge: Opening of Germany's first ever Ideenladen (idea store) at Schranne, Munich – as a market and performance setting for proactive theoreticians and innovative practitioners

Implementation: Corner store ambience with changing assortment according to weekly changing mottos: Can, May, Want and Shall. Co-developing and producing of products for (almost) daily changing topics: alibi, courage, showing-off, wanderlust, laughing, B.A.V.A.R.I.A., Hence with it!, peephole, space, nothing, sleep, follower/personal shopper and sale

Job: Creative concept, content and products, creative partner and co-operations concept, public relations, event concept (including specials as air guitar contest, reading of pornogami, ritual destruction of data etc.), communication (street promotion, online, guerrilla and viral marketing), production and handling on location





GELBE ART

Phat for Life (Summer Moves)

Project: Punk Rock Aerobic-Video featuring the true „killer moves“ (Rated: Not for everybody)

„Typisch Deutsch“

Project: Documentary on the Germans and their self-image

Eastside Session Series

Project: Jam Session involving underground DJs, musicians, authors and visual artists



THAT'S GELB

Allrounders with international background

Angelika Schmid – CEO

Kerstin Tonscheck – Event, Film

Inge Schnitzenbaumer – Event, PR

Alke Bock – Communication

Liane Schäfer-Heitz – Event

Roberto Q. Ingram – Entertainment

Thomas Bischoff – Co-operations

Dietrich Dube – Art, Visuell Kommunikation

Klaus Neumann – Interieur Design, Architectur

Maxx – Chow-Chow





HOT CONTACTS

Avery Dennison Zweckform
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BMW ConnectedDrive
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MINI Germany
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Berlin Trade Fair Centre
Puma
Ravensburger Spieleverlag
Rolls-Royce
Vodafone D2
Siemens Mobile
McDonald's
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