TOMMY MAYER™

CREATIVE DIRECTOR COPY CONCEPT

BRAND CONSULTANT

MISSION STATEMENT

My mission as a creative mind is to powerfully move **brands** and **companies** forward by digging deep into their essence, learning to understand them, and communicating their **core messages** to **target audiences** in the most effective way possible. Like at a first date.

In doing so, the **message** must be reinterpreted for each **medium** without losing its basic message. This works best in a team of specialists, but - one person always has to keep an **overview** of the brand. Just like a bandleader.

And I want to **entertain** passionately, because that's the only way a message becomes interesting and relevant to the viewer. That's what I live for.

But see for yourself: www.tommymayer.net

(there you can see film, print, B2B, online, promo and art and hear sound)

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CAREER STAGES 7: ADAM HALL

August 2018 – March 2021:

ADAM HALL GROUP, Neu-Anspach

Senior Concept Designer
/ Copywriter / Brand Consultant for:

Adam Hall Group, LD Systems (sound), Cameo (lighting), Palmer (sound tools), Gravity (stands), Defender (cable protection), Adam Hall Hardware (flightcase components), Adam Hall Stage Equipment

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ADAM HALL

A FEW HIGHLIGHTS

IMAGE CAMPAIGN, CLAIM AND FILM FOR THE LIGHTING BRAND **CAMEO: "FOR LUMEN BEINGS"**.

-

IMAGE CAMPAIGN AND CLAIM FOR THE SOUND BRAND **LD SYSTEMS: "FREE YOUR SOUND"** INCLUDING TWO FILMS AND THE SONG.

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CLAIM AND KEY VISUAL FOR CABLE PROTECTION SYSTEMS FROM **DEFENDER: "PROTECT YOUR WORLD"**.

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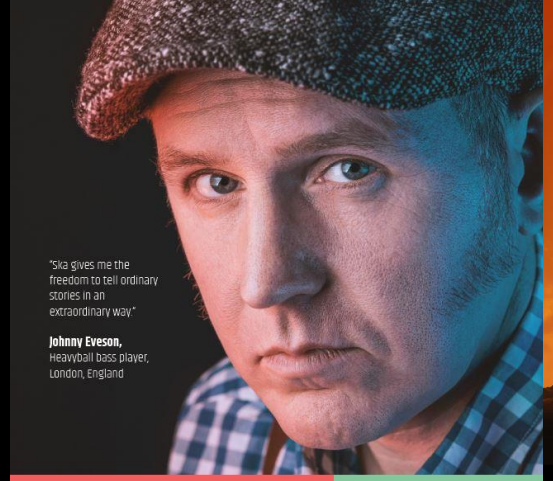
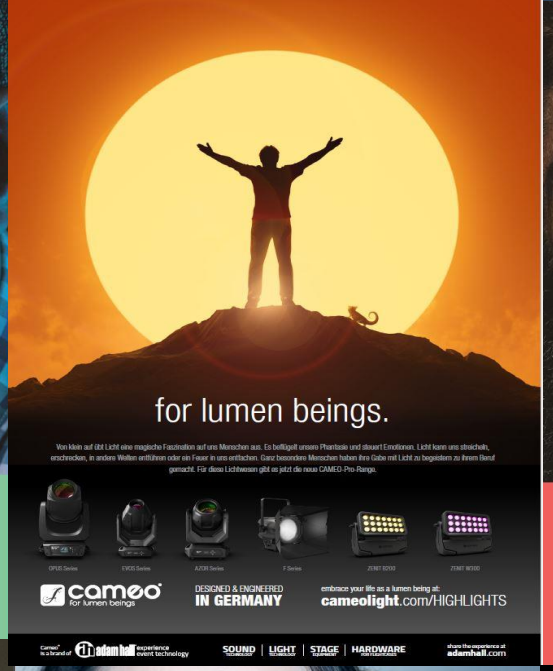
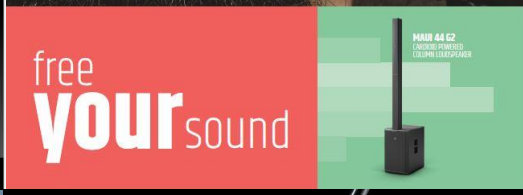
PALMER SOUNDTOOL FILM: **"NO MATTER WHAT"**.

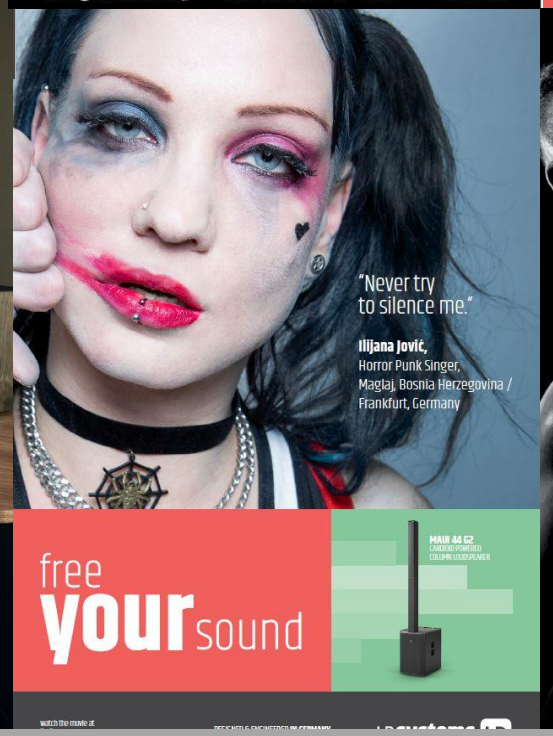
-

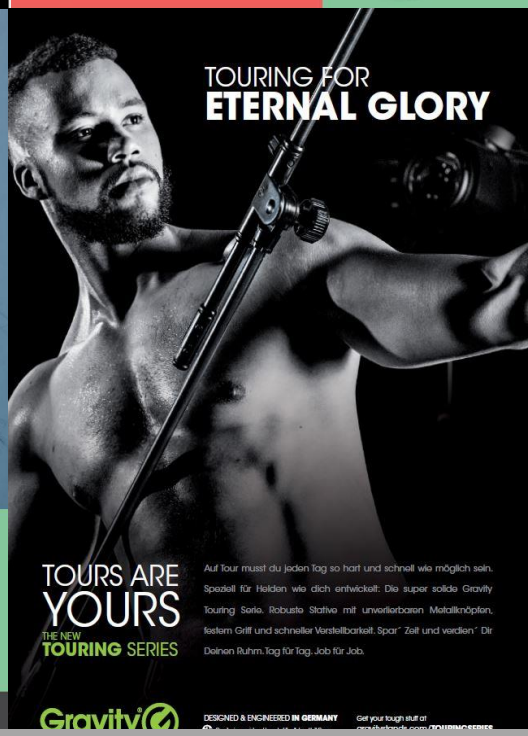
CAMPAIGN FOR **GRAVITY** TOURING SERIES: **"TOURS ARE YOURS"**.











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CAREER STAGES 6: FREELANCE

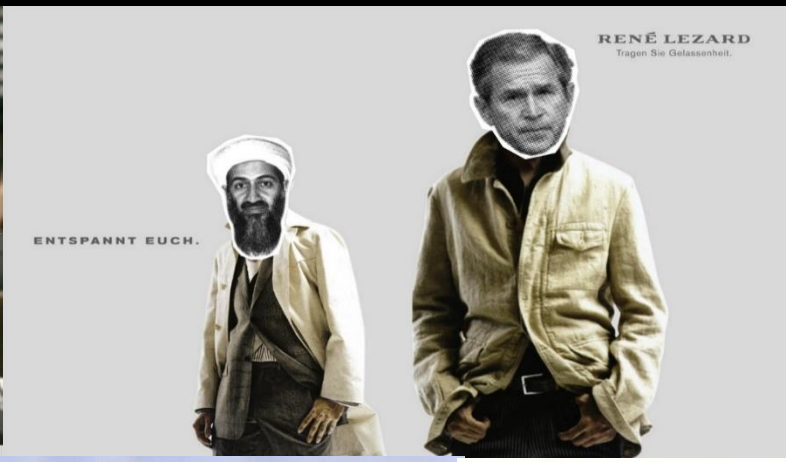
First: „Have pen, will travel!“
Later: „My Home is my Office!“

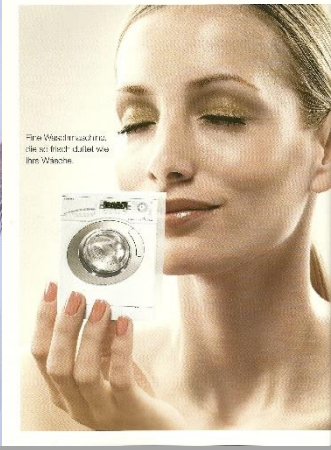
January 2000 – today:

FREELANCE

Creative Director / Copywriter / Brand Consultant for:

Advertising agencies from Jung von Matt, Saatchi, JWT, Cheil or Leo Burnett to Mohr und More or Und Schwarz. **Companies** from Warner Brothers to Deo Karl as well as **private entrepreneurs** from Christian Wagner to Steve Blame.





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FREELANCE

A FEW HIGHLIGHTS

CAMPAIGN (2 FILMS) FOR SAMSUNG CELL PHONES (CHEIL) WITH MICHAEL BALLACK, ALSO SONGWRITING.

-

NUMEROUS PITCHES FOR AGENCIES OF ALL SIZES. MANY OF THEM WON.

-

CD-ACTIVITY FOR SEVERAL AGENCIES INCLUDING TEAM-LEAD UP TO 20 PEOPLE.

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SEVERAL AWARDS (E.G. FOR SÜDZUCKER).

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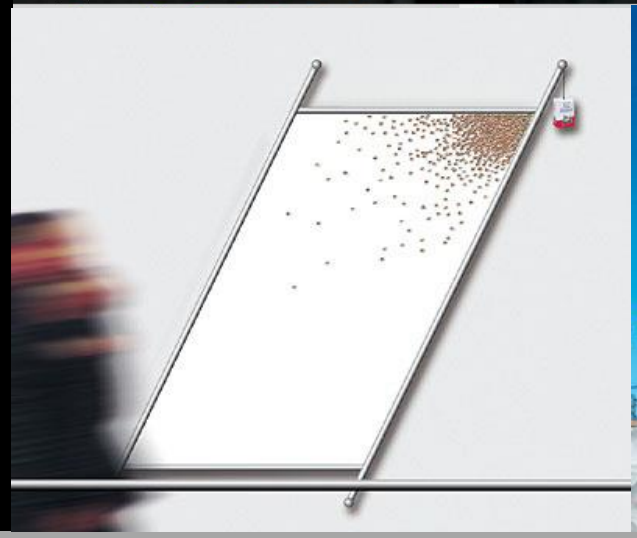
TAGLINE FOR **GERMAN EMBASSY** IN **BRAZIL**: **"ALEMANJA"**



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CAREER STAGES 5: AM

March 2003 – June 2004:

AM Agentur für Kommunikation,
Stuttgart

Head of Creation / **Creative Director** for:

Sparkassen, SGVHT, OSGV, DSV, NASPA, Aidshilfe
Schwäbisch Hall, Stadt Stuttgart

All B2B

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CAREER STAGES 4: FCB

1999: **FCB (Borsch, Stengel, Körner, Bozell)**, Frankfurt

Creative Director for:

Jeep, Chrysler, Schneider Weiße, Hanuta

Unfortunately no work samples available!

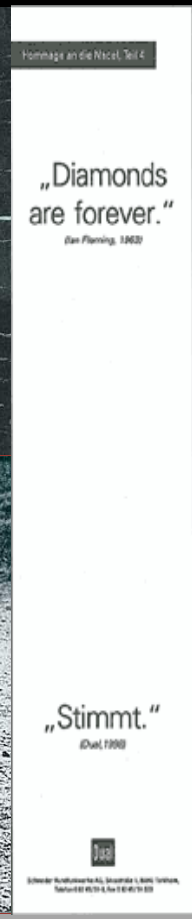
CAREER STAGES 3: TBWA

1995 - 1999:

TBWA, Frankfurt

Group Head for:

Ritter Sport, Jump!, Henkell Trocken, Philip Morris Light American, Dual, Wrangler, Absolut Vodka, Géramont, Sony PlayStation, Bel Adler, Pennzoil, Bosch Dienst, Miller Beer, World Vision, Fenistil, Program, Dynamisan, duplo, HypoVereinsbank, Chivas Regal, Capri Sonne, and many more.



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TBWA

A FEW HIGHLIGHTS

AWARD-WINNING CAMPAIGNS. FOR THE ENERGY DRINK **JUMP!** OR THE **DUAL** TURNTABLE.

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MARKET LAUNCH OF THE **PLAYSTATION**

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THE PRINT AND POSTER CAMPAIGN FOR **PHILIP MORRIS LIGHT AMERICAN**, *FOR WHICH EACH MEMBER OF THE TEAM HAD TO COME UP WITH 5 NEW MOTIFS EVERY DAY SO THAT WE COULD OFFER THE CLIENT AT LEAST 20 GREAT NEW POSTERS EVERY MONTH. ALWAYS LIGHT, URBAN AND IN THE LAYOUT OF THE PACK (WHITE BACKGROUND, BLUE BANDEROLE ON TOP AND RED CREST IN THE MIDDLE), SO THAT HE PACK COMES TO LIFE.*

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CAREER STAGES 2: LOWE

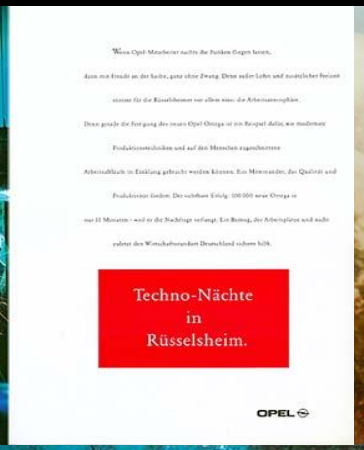
1993 - 1995:

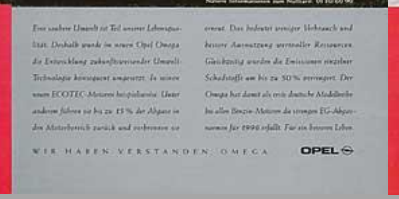
Lowe & Partners, Frankfurt

Copywriter / Conceptual Designer for:

Opel Omega, Opel Frontera, Opel Vectra, Opel Image, Opel Airbag-Initiative, Opel Sport-Sponsoring, Helaba, Braun, Fanta, Granini, GMZ.

One highlight was the new Opel Omega campaign with the claim: "We have understood". For the first time in car advertising, the focus was not on great features, but on the needs of the user.





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CAREER STAGES 1: MCCANN

1991 - 1993:

McCann-Erickson, Frankfurt

Copywriter / Conceptual Designer for :

Levi´s, Maggi, Vodka Moskovskaya, Krimsekt Krimskoye, Agfa, Puma, Camel, Bunte, Forbes!, Nescafé, Bayer, Titleist, and many more.

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AWARDS

ADC Germany: Gold, 2 x Silver, Bronze, 5 x Award - **Cannes:** Finalist - **New York Festival:** Silver, Shortlist - **Euro-ADC:** 3 x Shortlist - **Montreux:** Gold - **London International Advertising Award:** Finalist - **Cresta International Advertising Award:** Finalist - **Epica:** 2 x Shortlist - **Effie:** Gold, Bronze - **Munich Airport Poster-Award**: Gold - **Rhino-Award (Roll-Ads):** Bronze - **Academy for Marketing Communication:** Recognition

Lürzer's Archiv: 3 publications - **Fischer's Archiv:** publication - **Kribbeln im Kopf** (book about creativity techniques)**:** publication - **39,90** (novel)**:** citation

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BRANDS / INDUSTRIES 1

Automotive: Mercedes Benz, BMW, Mini, Opel, Ford, Fiat, Seat, Jaguar, Mazda, Nissan, Mitsubishi, Hyundai, Jeep, Chrysler, Toyota, smart, Schwabengarage, Georg von Opel, Hankook, repXpert, Schaeffler Group, LuK, FAG, INA, MANN Filter, Continental, Ticona, Lancia Delta, MAN, Opel Ampera, Autohaus Robert Kunzmann, AEOLUS, Chevrolet, Dunlop, Marquardt Gruppe, Deutz, Kia, Gislaved, ContiTech, ContiAG, Vergölst, Setra

Air traffic: dba, Fraport, Lufthansa Cargo, Flughafen München, Compass Airlines

Technology: Samsung, Sony, Agfa, Zeiss, Philips, Braun, Bosch Dienst, Bosch, Siemens, Bildpunkt, Dual, Borg Warner, Prowell, Köln Messe, Sick, domotechnica, Kärcher, Silk Épil, Werkzeug Weber, Opitz, Brother, Medimax, Adam Hall Group

Tourism: Holyday Land, Spa-Dich-Fit, World Hotels

Computer / Software / Internet: AOL, Microsoft msn, Intel, softlution, ibycus, Danet, proflash, State of Media, evosoft, MHM Systemhaus, KPMG, Software AG, Comparex, Fiducia, Tomorrow/Focus, Logica, GFT, Red Hat, dmc, Alright IT, L4S Academy, SAP, Microsoft Office 365, Windows 8, Microsoft Surface, Treasury Intelligence Solutions GmbH, Senacor, easyJOB, indeed, SOMI

BRANDS / INDUSTRIES 2

Financial service providers: Sparkasse, Allianz, Dresdner Bank, Commerzbank, Helaba, Citybank, LBS, SGVHT, HypoVereinsbank, UBS, CMC, R+V Versicherungen, Bayerische Landesbank, OSGV, Kreissparkasse Ludwigsburg, Winterthur, Fafa Capital, Sparkasse Darmstadt, Excon, Fidelity, Deutsche Leasing, ConCardis, Volksbank Dieburg, GeVestor, Standard Life, girocard, SUVA, DGUV, AllSecur, Sparda, Zurich Versicherung, DVAG, Swiss life, HORBACH

Telecommunication: Telekom, T-Mobile, KabelNRW, avanza:, TeleCash, Mobilcom Debitel

Media: Warner Brothers, Constantin Film, 20th Century Fox, Hessischer Rundfunk, Pro7, Bild, ComputerBild, Bunte, Forbes!, PlayStation Magazin, Neue Woche, Hitradio FFH, Automobil Industrie, Radio Bonn/Rhein-Sieg, ZDF, Hüthig, Caravan Club, Springer Gabler, Super RTL KIVIDOO, 7 Fußball Park, Grenz Echo, Radio Contact, Vincentz

Beverages (alcoholic): Chivas Regal, Absolut Vodka, Vodka Moskovskaya, Henkell Trocken, Krimsekt Krimskoye, Nymphenburg Sekt, Miller Beer, Schneider Weisse, Maisel´s, Privatbrauerei Hoepfner, Fürstenberg Pils, Stuttgarter Hofbräu, Karlsberg Urpils, Gründels, Dortmunder Kronen, Malteser Weißbier, Carlsberg, Schlappeseppel, Tsingtao

Beverages (non-alkoholic): Jump!, Coca-Cola, Fanta, Granini, Capri Sonne, Hassia Sprudel, bizzl, Nescafé, Emmi Caffè Latte, Emmi Benecol, Deit, Merziger, Ileburger Sachsenquelle, Vita Cola, Frankenquelle, Hirschquelle, Krumbach, Überkinger, Alwa

BRANDS / INDUSTRIES 3

Food: Maggi, Knorr, Erasco, Bel Adler, Emmi, Géramont, Le Tartare, St. Albrai, Kerrygold, Exquisa, Barilla, McCain, Wagner Pizza, Café Läuft, EW Group, Compass Group, Mini Babybel, Schlütters Echte Nürnberger Rostbratwürstchen

Sweets: Ritter Sport, After Eight, Lion, Smarties, KitKat, Fisherman´s Friend, Südzucker, TicTac, Hanuta, duplo, Ahoj Brause, Granini Fruchtbonbons, Manner, Wrigley´s 5Gum, Toblerone, Airwaves, Lindt & Sprüngli

Perfume und cosmetics: 4711, Veet, duschdas, Janssen Cosmetics, Gard, Deo Karl

Luxury goods: Blancpain Uhren, Svarowski, Degussa

Sports: Umbro, Puma, FIFA, DFB, Fanhouse Frankfurt, Technogym, Titleist, FC Bayern München, TV Großwallstadt, TSG 1866 Hoffenheim, EWE Baskets, BVB, SGE Eintracht Frankfurt

Energy providers: NWS, TWL, Gasanstalt, Watt, EVO, EnBW, Stadtwerke Leipzig, E.ON, rhenag, SÜWAG

Construction and furnishings: Jado, Egger Floor Products, HUKLA Matratzen, Murrplastik, Holcim, Buderus, Beton, Bomag, Beck & Heun, Gutjahr, Duravit, Isover, Schlaraffia, Saint Gobain, Wohn-Center Spilger, Berres, Gürtler, Techem, Resopal, Schüco, Möbel Staude, Schramm Werkstätten

BRANDS / INDUSTRIES 4

Real estate: Manura, Epple Immobilien, Miba, Immobiliengruppe GOC GmbH

Human Resources Consulting: randstad, Access

Chemicals and pharmaceuticals: Bayer Aspirin, Merck, Heel, Program, Rennie, Dynamisan, Bepanthen, Fenistil, Multilind Wundgel, Herbizid, Spyrale, Axial, Neurexan, Sedariston, Boehringer Ingelheim, BASF, STADA Arzneimittel GmbH, Bausch + Lomb Artelac Splash, Zevtera, Bayer Kyleena, Novartis Erenumab, Leo Pharma

Trading companies: Beate Uhse, Lidl, Kaufland, The Art of Stone, Lekkerland, LOOP5

Management Consulting: KPMG¸ Coface, Schaltstelle, Bröder Business Coaching, i+o

State, associations, foundations: Europäische Union, FDP, World Vision, Gesamtverband deutscher Mineralbrunnen, GMZ, Bayerischer Behindertenverband, Stadt Stuttgart, AIDS-Hilfe Schwäbisch Hall, Blauer Engel, Hänsel und Gretel, Brot für die Welt, Uni Saarbrücken, Deutsches Auswärtiges Amt in Brasilien, Zeppelin-Museum, Stiftung Mensch, English in Britain, Arbeitsstelle Ehrenamt der Evangelisch-Lutherischen Kirche in Norddeutschland, Bündnis Entwicklung Hilft, Schweiz.bewegt, Greenpeace, Presbyterian Church, Stadt Mannheim

BRANDS / INDUSTRIES 5

Security: BSW

Mobility: Die Bahn, IDS, trans-o-flex, iDare, Votec, 3-Löwen-Takt, VGF

Animal food: Eucanuba, IAMS, Josera

Cleaning and hygiene: Cillit Bang, Kukident, Kukis, Gore, Sunil

Trade fairs: Kölnmesse, Messe Essen

Industrial sector: SMS Siemag, Bomag, Schmid, Hopt & Schuler, Schuler, Heidelberger, TE, Adam Hall Group, LD Systems (Sound), Cameo (Licht), Palmer (Sound Tools), Gravity (Stands), Defender (Kabelbrücken), Adam Hall Hardware (Flightcase-Komponenten), Adam Hall Stage Equipment

Packaging: Rajapack

Office equipment: Avery Zweckform, Waldmann Leuchten

BRANDS / INDUSTRIES 6

Advertising: OSKAR, faktor, Peter M. Mumme, Glaswerk

Toys: X-Box, PlayStation, Nintendo Wii, CDV, Everest Poker, Ravensburger, V-Tech, Hasbro

Textile: MEWA

Industrial cleaning: Uniserve

Health: Linda Apotheken, Optik Binder, Phonak Hörgeräte, Schwind Augenlaser, Ciba Optik, Medidata, Zeiss, Medica, Berchtold, VSA, Dr. Fekete, Martin Hecht, Doc Morris, Physiotherapie Omar Valencia

Oil: Agip, Pennzoil

Cigarettes: Philip Morris Light American, Camel, Salem, One, Marlboro, Chesterfield

Fashion: Levi´s, Wrangler, René Lezard, Mey, Rosner, Schiesser, M. Schneider, Hair Solitair

TEACHING

2010 - 2018:	**Texterschmiede**, Hamburg / Seminar "From Briefing to Concept”
2010 - 2012:	**Kreativkader**, Düsseldorf / Seminar “Idea and Concept”
2011:	**Hochschule**, Karlsruhe / Seminar "From Briefing to Concept”
2009:	**Designerdock**, Stuttgart / Seminar “Idea and Concept”
2002:	**Texterschule**, Frankfurt / Seminar “Idea and Concept”

EDUCATION

1970 - 1980: Werner Heisenberg-Grammar school, Göppingen, **Baccalaureate** (Abitur)

1981 - 1985: **Study art education**, Academy of fine arts, Stuttgart

1982 - 1983: **English studies**, University Stuttgart

1985 - 1989: **Study graphic design**, Academy of fine arts, Stuttgart

1990 - 1991: **Diploma graphic design**

2021: Further education **Content Marketing**

PASSIONS

- Speaking, reading and understanding English
- Producing art and teaching others to draw
- Making rock music and writing songs
- Playing guitar
- Writing books and screenplays
- Understanding and directing film
- Making up and writing cartoons

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CONTACT

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