

Stephan Westerwelle



Portfolio 2026

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# ABOUT ME

STEPHAN WESTERWELLE

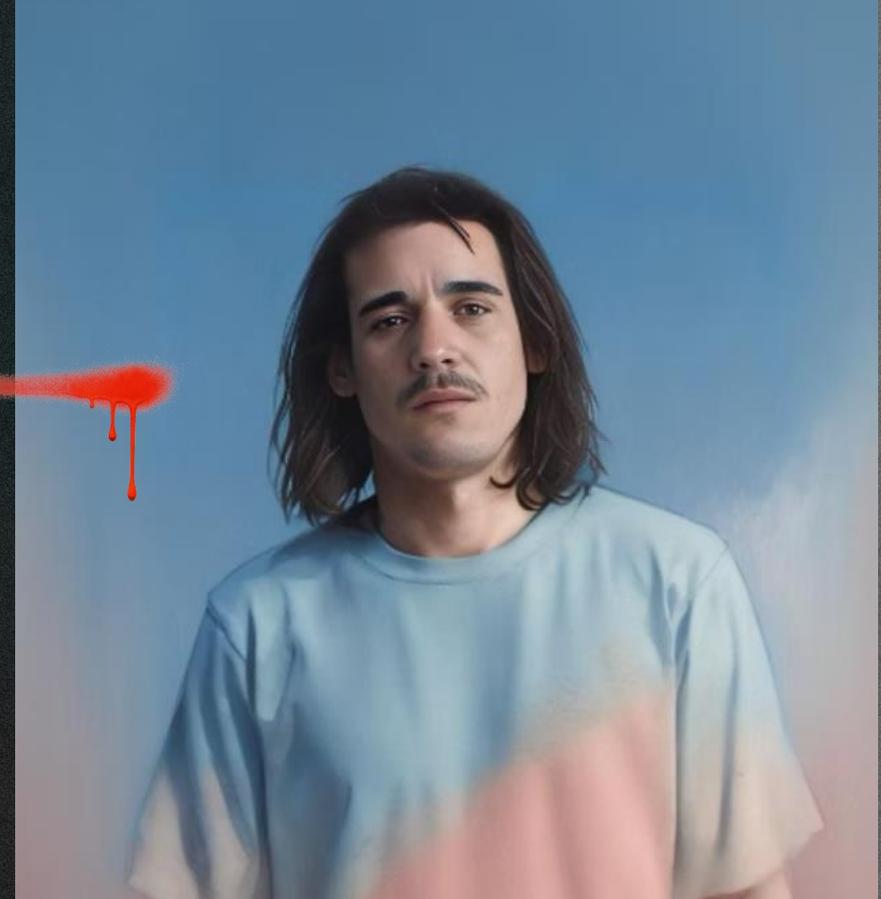
# About Me

I'm a freelance Creative/Senior Art Director drawn to creative ideas that feel unexpected and stick.

Over the past decade, I've worked at agencies like Ogilvy, Serviceplan and David+Martin, creating work for brands such as Coca-Cola, Deutsche Bahn, ING, CUPRA, BMW, Universal Music and o2.

The work has been recognized with over 150 international awards, including Cannes Lions, ADC, Clio and The One Show. Awards are great. But what really matters to me is whether an idea actually shifts something — in culture, in conversation or in people. At the end of the day, I just love building strong concepts and creative ideas. It's not just my job, it's what I genuinely enjoy doing.

Outside of advertising, I work as a conceptual artist. Graffiti was my starting point, and it still shapes how I think about space, tension and impact.



# Awards

2022

One Show - Gold  
Clio Award - Bronze  
ADC - Innovative Use of Media - Gold  
ADC - Promotion / B2C Aktion - Bronze  
German Digital Award - Digital/Native Advertising & Content Marketing - Silver  
ADC\*E - Brand Experience/New Use of Media - Silver  
Spotlight Festival - Digitale Innovation - Silver

2021

GWA Effie - Bronze  
Award of Montreux - Gold  
Cresta Award - Gold  
Cresta Award - Silver  
Cresta Award - Bronze  
New York Festival - Bronze  
New York Festival - Gold  
New York Festival - Silver  
New York Festival - Silver  
New York Festival - Bronze  
DPOK - Gold  
LIA Award - Gold  
LIA Award - Bronze  
LIA Award - Bronze  
ADC\*E - Bronze  
ADC Annual Award - Gold  
Eurobest - Silver  
One Show - Merit  
One Show - Bronze  
Clio - Bronze  
Clio - Silver  
Clio - Bronze  
Clio - Bronze  
Clio - Bronze

2019

German Digitalaward - Bronze  
German Media Award - Best Non-Profit-Media-Campaign  
Econ Megaphone - Dialogmarketing/ Digital - Bronze  
Econ Megaphone - Campaign - Bronze  
ADC\*E - Spatial Design / Installation Design - Silver  
One Show -

2018

ADC - Dialog Social Media (EAN) - Bronze  
ADC - Dialog Social Media (Fanta) - Bronze  
ADC - Innovative use of media - Gold

ADC\*E - New use of media - Gold  
ADC\*E - Social Media Campaign - Silver  
Cannes Lion - Health and Wellness - Bronze  
Clio - Public Service - Bronze  
Eurobest - Design - Gold  
DMP2018 - non-profit media idea - #1  
GWA Effie - Media - Silver  
German Digital Award - Bronze  
German Digital Award - Social Media campaign - Bronze  
Lovie Awards - Entertainment - Silver  
Lovie Awards - Public service & activism - Gold  
One Show - Film - Bronze  
Spotlight Festival 2018 - Digitale Kampagne - Bronze  
Spotlight Festival 2018 - Web & Mobile - Bronze  
WARC100 - Rank 61  
WEBBY AWARD 2018 - Social - Winner

2017

ADC\*E - Grand Prix  
ADC\*E - Content Ideas - Gold  
ADC\*E - Integrated Campaigns - Silver  
ADC Nachwuchswettbewerb: Silver  
AME Award - Integrated - Bronze  
AME Award - Outdoor - Gold  
AME Award - social benefit - Silver  
AME Award - use of discipline/integrated - Bronze  
AME Award - use of discipline/promotions - Silver  
AME Award - use of discipline/public relations - Gold  
AME Award - use of medium/guerrilla/alternative media - Gold  
AME Award - use of medium/point-of-purchase - Silver  
Clio - Cause Related - Bronze  
Clio - Digital/Mobile - Bronze  
Clio - Film - Gold  
D&AD - Direct/Direct Mail - Wood Pencil  
D&AD - Packaging Design/Consumer Packaging Design - Wood Pencil  
D&AD Impact - Diversity & Equalit - Wood Pencil  
D&AD Impact - Education - Wood Pencil  
ECON Megaphone Award - Promotion - Bronze  
ECON Megaphone Award - Publikation - Gold  
LIA Award - Branded Entertainment: Social Awareness - Bronze  
LIA Award - TV/Cinema/Online Film: Social Media - Gold  
New York Festival - Best Use Of Media/Public Service - Silver  
New York Festival - Collateral/Craft & Direct - Silver  
One Show - Direct Marketing: Craft - Bronze  
One Show - Direct Marketing: Print - Silver  
The Global Sabre Award - DACH - Gold  
The Global Sabre Award - NOT FOR PROFIT - Gold

The Global Sabre Award - Platinum  
Euro effie - Social Goods: Non-Profit - Silver

2016

ADC - Design poster - Bronze  
ADC - Nachwuchswettbewerb (Promotion) - Bronze  
ADC - OOH - Bronze  
Cannes Lion - Direct - Silver  
Cannes Lion - Print&Publishing/Covers - Silver  
Clio - Agency of the Year  
Clio - Brand Design - Silver  
Clio - Branded Content/Print - Gold  
Clio - Branded Entertainment - Silver  
Clio - Direct/Print/Mail - Bronze  
Clio - OOH/Ambient - Silver  
Clio - Print - Bronze  
D&AD - Book Design - Wood Pencil  
D&AD - Outdoor Advertising / Ambient - Wood Pencil  
Eurobest - Design/Books - Silver  
Eurobest - Direct/Dimensional Mailing - Bronze  
Eurobest - Direct/Public Awareness - Bronze  
Eurobest - Entertainment/Production & Distribution Strategy - Silver  
Eurobest - Integrated - Silver  
Eurobest - PR/Integrated Campaign led by PR - Bronze  
Eurobest - Print&Publishing/Original Publishing - Gold  
Eurobest - Print&Publishing/Public Awareness - Bronze 1/2  
Eurobest - Print&Publishing/Public Awareness - Bronze 2/2  
LIA Award - Branded Entertainment/Social Awareness - Silver  
LIA Award - Design/Branded Content - Bronze  
LIA Award - Direct Marketing/B2B - Gold  
LIA Award - Integration - Bronze  
New York Festivals - Media - Bronze  
New York Festivals - Outdoor - Bronze  
One Show - Print&Outdoor/Non-Profit - Gold  
PR Report Award - Winner  
WPPed Cream Awards - Corporate and Public Affairs Media: Direct Mail - Winner  
WPPed Cream Awards - Identity & Branding/Poster - Winner

2015

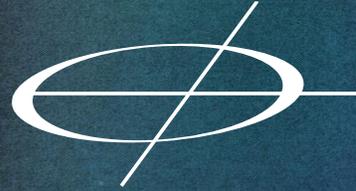
ADC - Thesis - Newcomer - Bronze  
Cannes Lions - Outdoor - Bronze  
Cannes Lions - Promo and Activation - Bronze  
Eurobest - Promo & Activation - Bronze  
GWA Effie Award - "Content Hero" - Silver  
London International Award - Design - Silver  
*And many more...*

## Creative Achievements

- OGILVY WORLDCLASS (TOP 10 OGILVY TALENTS WORLDWIDE)
- DAVID OGILVY AWARD (EMPLOYEE OF THE YEAR)
  - „AKADEMIE U5“ JURYMEMBER
  - CAMP DAVID WORKSHOP 1ST PLACE
  - ADC/ZMG KREATIVWORKSHOP 1ST PLACE

# Brands

Coca-Cola, Cupra, TaxFix, BMW, Mini, Universal Music, Laax,  
GesichtZeigen!, s.Oliver, Fanta, RitterSport, Bitpanda, Bild am Sonntag, ING  
Bank, Ottobock, Amnesty, ViO, Sprite, Powerade, MezzoMix, Toom, EnBW,  
Varta, Laphroaig, Warsteiner, BurgerKing, ING Bank, Guhl,  
and many more...



# W<sup>o</sup>RK

Art Direction & Concept

STEPHAN WESTERWELLE

Universal Music / Gro

# The Spotify Charthack

We hacked Spotify to release the first full music video on the platform. By turning CRO's video into a playlist using Spotify Canvas, every stream pushed him further up the charts.



To bring Universal Music's rap artist CRO and his latest song on the top of the charts, we created an innovative song release on Spotify thanks to a smart hack – and pushed CRO further up the charts with every single play.

How? We used Spotify's new video canvas as a medium to replace static album covers. We overcame the time limit by simply cutting our music video into pieces and releasing it as a playlist. This way we could surprise people with a full music video. The first music video on Spotify.

**Results:**

1.07 mio users and 5.6 mio streams on Spotify in 24h, all-time high for CRO  
 Track "Blessed" #1 in Spotify Charts Germany

- One Show – Gold, Merit
- ADC Germany – Gold, Bronze, Merit
- ADC Global – Silver
- ADC Europe – Silver
- Clio – Bronze
- Cannes – 2 Shortlist
- D&AD – Shortlist
- NY Festivals – Bronze, 2 Finalist
- Effie Germany – Shortlist
- Deutscher Digital Award – 3 Silver
- Spotlight – Silver, Bronze

UNIVERSAL PRESENTS

# THE SPOTIFY CHART HACK

**BRIEFING**  
 YouTube, Vimeo, Instagram, Musicvideos can be found everywhere. Clicked by millions of people. But non of these plays will bring you to the top of the charts. Our task: to bring Universal's artist CRO and his latest song on the top of the charts.

**IDEA**  
 We created a music video that was released on Spotify thanks to a smart hack – and pushed CRO further up the charts with every single play.

**EXECUTION**  
 We used Spotify's new video canvas to replace static album covers. We overcame the time limit by simply cutting our music video into pieces and releasing it as a playlist. This way we could surprise people with a full music video.

7,9 sec 7,9 sec

**1**  
 We overcame static album covers by replacing them with Spotify's new video canvas

**2**  
 We exceeded Spotify's time limitation by slicing the music video into 79s pieces.

**3**  
 We turned these pieces into a playlist, so people could easily watch it as a full music video.

CHECK IT ON SPOTIFY

s.Oliver

# Brandcampaign & Redesign

Repositioning s.Oliver around real life instead of fashion spectacle.  
International brand relaunch across all touchpoints.



# s.Oliver

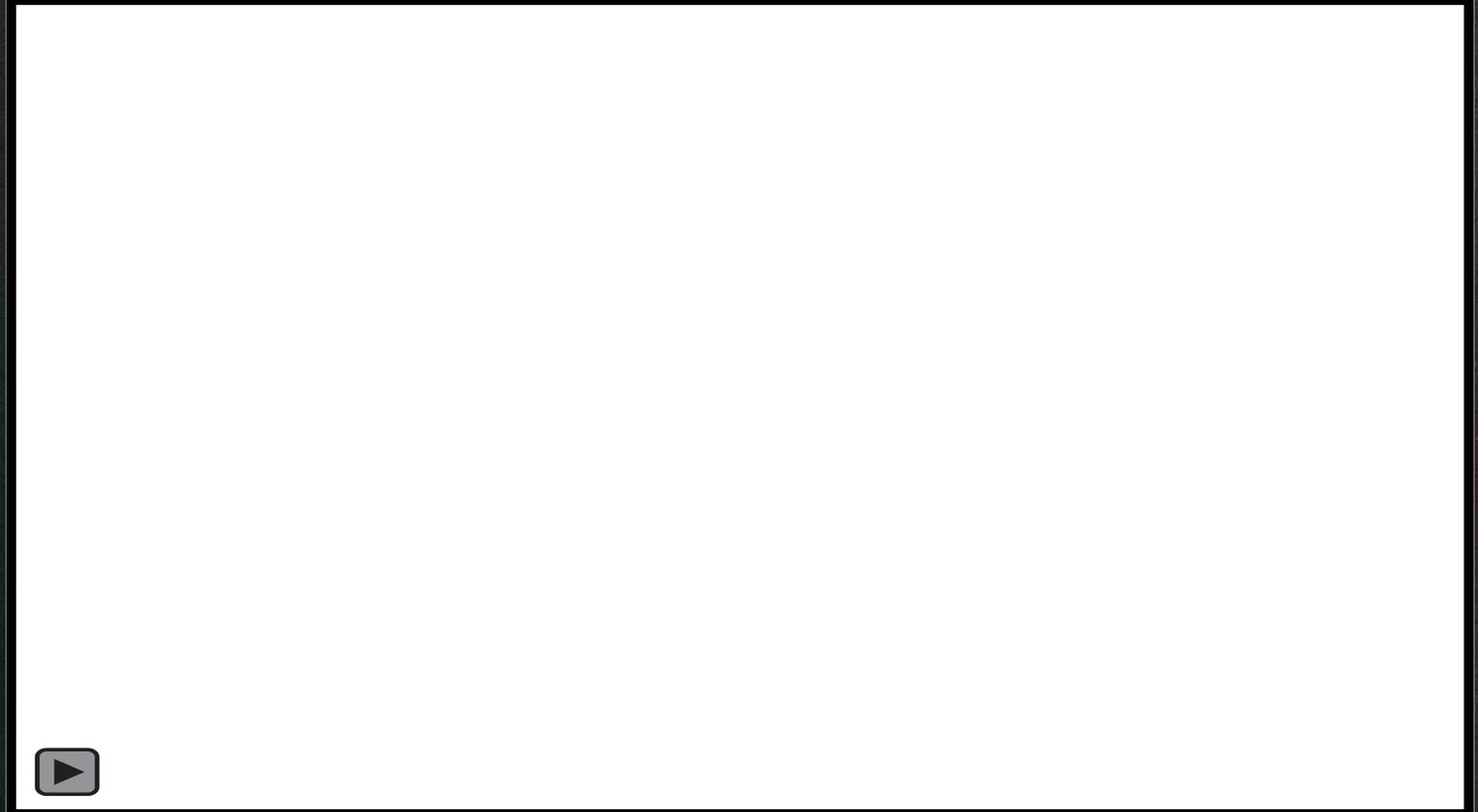
FASHION FOR LIFE

To relaunch Germany's biggest fashion brand, s.Oliver, we developed a new brand idea and a complete redesign that brought fashion back to real life.

Built on the belief "no frills, no circus, just really good fashion", the long-term claim "Looks, die dein Leben schreibt" positioned style as something that happens in everyday moments, not on a stage.

The relaunch rolled out across CI, film, print, digital, OOH and retail.

I led the concept, campaign idea and art direction for one of the largest image campaigns in the brand's history, rolled out internationally.













**Looks,  
die  
dein  
Leben  
schreibt.**

**s.Oliver**  
FASHION FOR LIFE

Laax

# The Last Day Pass

We calculated the last day of a melting glacier. Then we sold skipasses for it.  
Every pass pushed the date 10 minutes into the future by funding CO<sub>2</sub> offsetting.



The Advance Glacier at LAAX is melting due to global warming and is expected to disappear within the next 35 years.

Together with ETH Zurich, we calculated its exact last day: 03.04.2056.

Instead of talking about climate change, we sold tickets for that day.

With the Last Day Pass, snowboarders could buy a ticket for the glacier's last day — and push it into the future. Every pass sold postponed the date by 10 minutes, funding guaranteed CO<sub>2</sub> offsetting and tree planting around the glacier.

As a result we were able to offset 306,000 kg of CO<sub>2</sub> within the first week

- Cannes Lions – Bronze
- D&AD Impact – Wood Pencil
- Clio – Public Service / Cause Related
- AME Awards – multiple Gold, Silver, Bronze
- New York Festivals – Silver
- The Global SABRE Awards – Gold, Silver
- Lovie Awards – Gold
- Webby Awards – Winner
- German Media Award – Winner
- WARC100 – Ranked

"The daypass that can save an entire glacier."

IMAGINEMAGAZIN

"The last ski day on the Vorab Glacier."

Bündner Tagblatt

"Every ticket lets the glacier live longer."

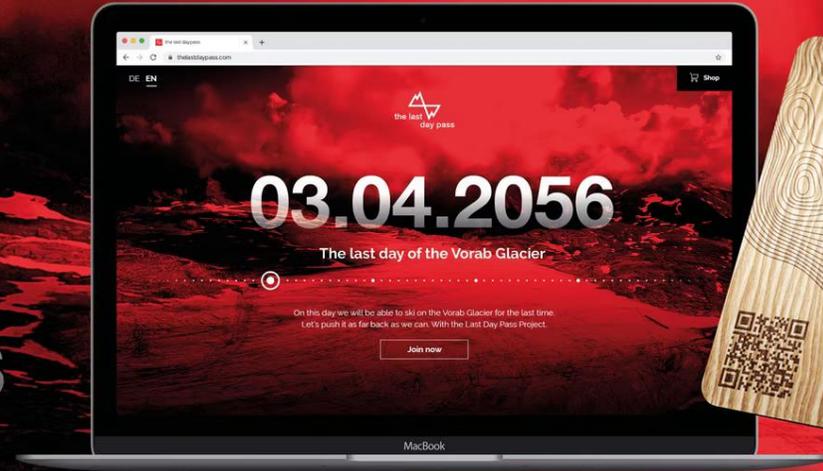
TRAVELNEWS

"Rescue operation for the Vorab Glacier."

FM1

LAAX

# The Last Day Pass



The first skipass that protects glaciers.

1 pass ▶ compensates 1.000 kg CO<sub>2</sub> ▶ and makes the glacier live longer for 10 minutes

#### Problem

Glaciers around the world are melting due to global warming. Also one of the best freestyle spots in the world, Laax in Switzerland, is affected by the dramatic melt. According to calculations, their Vorab Glacier will be gone forever in 35 years.

#### Idea

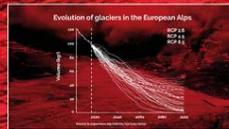
With the help of a scientific glacier model of the ETH Zurich we figured out the last day of the glacier: 03.04.2056. Then we gave boarders the power to push that day further into the future. By transforming snowboard passion into climate protection – with the Last Day Pass. The first skipass that protects glaciers. The money of every pass sold goes directly into planting trees. So each pass compensates 1000 kg of CO<sub>2</sub> and makes the glacier live longer for 10 minutes.

#### Implementation

We launched the pass with an integrated global campaign from social media up to partnerships. Pro Snowboarders around the globe and even Olympic Winners supported the project and raised their voice for our glacier. Leading the world to our website where everybody could join the movement and buy a Last Day Pass. After just one week we compensated 291.000 kg of CO<sub>2</sub>. Each year 880.000 visitors buy a day pass in Laax, so each year we will prolong the life of the glacier by 17 years.



The Vorab Glacier is melting



Based on calculations, the last day will be on 03.04.2056.



The purchase of a Last Day Pass postpones the last day.



The money of each pass sold goes into CO<sub>2</sub> compensating trees.



Pro snowboarders promote the pass and call for joining the movement.



We can compensate 880.000.000 kg of CO<sub>2</sub> each year to prolong the life of the glacier.

TaxFix

# Brandcampaign

Taxes are complicated. Taxfix makes them simple.  
We created the first brand campaign showing how easy it is to file and get your money back.









Filing taxes feels complicated and intimidating for most people.

For Taxfix, we developed the first brand campaign to show that getting your money back can actually be simple. No jargon. No barriers. Just an easy way to file your taxes.

The campaign rolled out across TV, print, OOH, display and social, positioning Taxfix as the straightforward alternative to traditional tax filing.

Effe Award – Bronze



taxfix

**Steuererklärung für Meilensammler. Und für dich.**

Hol dir mit Taxfix dein Geld zurück.

Google Play App Store

taxfix

Steuererklärung für Meilensammler. Und für dich. Los geht's

taxfix

Steuererklärung für Meilensammler. Und für dich. Los geht's

taxfix

Jetzt die Taxfix-App downloaden. Los geht's

taxfix

Und durchschnittlich 1.000% zurückbekommen. Los geht's

Powerade

# Workout Billboards

We turned billboards into workout machines.  
People could climb, punch and lift the ad directly, proving the message physically.



# THE WORLD'S FIRST WORKOUT BILLBOARDS

Powerade turned outdoor advertising into a physical challenge. In Berlin, we created the world's first Workout Billboards — billboards that double as training machines. Passersby could climb, punch or lift on the ad itself, proving the brand promise: "You have more power than you think."

The experiential activation made the billboard a performance space and a brand moment all at once, engaging audiences directly on the street and inviting them to sweat for their reward.

We engaged tens of thousands of pedestrians over the campaign period, turning passive impressions into active participation and strong social buzz.

Clio Sports Awards – Silver  
The One Show – Merit  
Cannes Lions – Bronze  
Eurobest – Promo & Activation – Bronze  
GWA Effie Award – "Content Hero" – Silver  
London International Award – Design – Silver  
And many more...



CLIMBING



PULL-DOWN



PUNCHING



## TASK

No one cares about advertising. But everyone cares about their body. How can we establish Powerade as the ultimate sports drink for the active and the sports enthusiasts – despite their rejection of advertising?

## IDEA

We don't simply advertise, we do sports: The Powerade "Workout Billboards". Billboards which are advertising and training machines at the same time.

## RESULTS

The Powerade "Workout Billboards" got our target group not only interested, but involved. On only three weekends our billboards engaged thousands of people with Powerade. And with the documentary we also proofed online: If you want to activate athletes, you need more than regular advertising.



Gesicht Zeigen!

# Mein Kampf Against Racism

We republished Mein Kampf.  
But against racism.



After the copyright of Hitler's propaganda book Mein Kampf expired, it could legally return to German bookstores. At the same time, right-wing extremism was gaining momentum again.

So we didn't protest it. We republished it.

Using the exact same title, typography and layout, we turned Mein Kampf into its opposite. Mein Kampf – Against Racism. A counter-book featuring 11 people and their personal fight against racism.

By reclaiming the name, we took away its power and turned it into a nationwide conversation. The book became the starting point for a larger campaign including creative mailings, tear-off posters, PR and social, pushing people to actively stand up against racism.

### Results:

- Amazon #2 bestseller in Books / Society
- 645 million earned media contacts
- €14.8m earned media value

- Cannes Lions – 2 Silver, 2 Shortlist
- One Show – Gold, Silver, Bronze, 2 Merit
- ADC Europe – Grand Prix, 2 Gold, Silver, 3 Shortlist
- Clio – Gold, 3 Silver, 2 Bronze
- D&AD – 5 Wood Pencils
- Eurobest – Gold, 3 Silver, 4 Bronze, 5 Shortlist
- ADC Germany – 3 Bronze, 3 Merit
- NY Festivals – 2 Silver
- Euro Effie – Silver
- AME / US Effie – 3 Gold, 3 Silver, Bronze
- And many more.... (over 77 in total)

# MEIN KAMPF – AGAINST RACISM

A counterbook to Hitler's Nazi manifesto that has been banned in Germany until 2016.

**CAUSE:** The Nazi propaganda tool, Hitler's 'Mein Kampf' can be published once again in Germany after the expiration of its 70-year copyright. The re-publication has unleashed fierce debate in Germany where the struggle against new hate preachers and violent right-wing extremism increases every day.

**IDEA:** We are fighting back! With a book! Taking the same title and layout as the original, our counterbook features 11 people and their courageous struggle against racism. That way we reclaim the conception of the two words "Mein Kampf" from the Nazis, create a spectacular trigger for PR and social media about society's current situation and encourage everyone to stand up against racism in everyday life.

**ACTIVATION:** Every buyer joins the struggle against racism too: 1€ from every book sold is donated to the publisher 'Gesicht Zeigen! For a cosmopolitan, liberal-minded Germany'. The first edition of 11,000 books is available in bookstores and on Amazon.

An association encouraging people to stand against racism in Germany.



First edition of 11,000 books in bookstores and on Amazon.



Campaign around bookstores.



Social media talk against racism inspired by the book.



PR buzz: The book was featured on TV shows and in the news.



**DISCLOSURE**  
*Mein Kampf*  
 IN DER EUROPEAN CLUB



10.02. HAMBURG, SPORTHALLE  
 11.02. KÖLN, PALLADIUM  
 12.02. BERLIN, ARENA

10.02. HAMBURG, SPORTHALLE  
 11.02. KÖLN, PALLADIUM  
 12.02. BERLIN, ARENA

JANE FARRAR



**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG

FRANCESCO CRISTOFARI



**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG

IRMELA MESSIAS-SCHRAMM



**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG

WOLFGANG DÄHLING



**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG

WENJA LIMAR



**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG

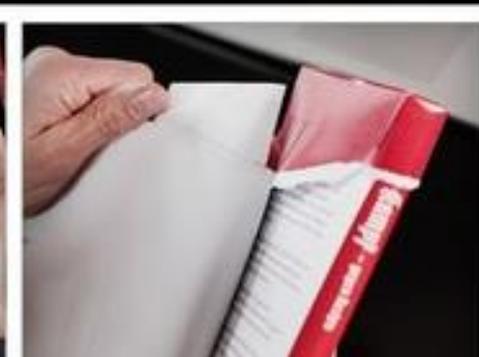
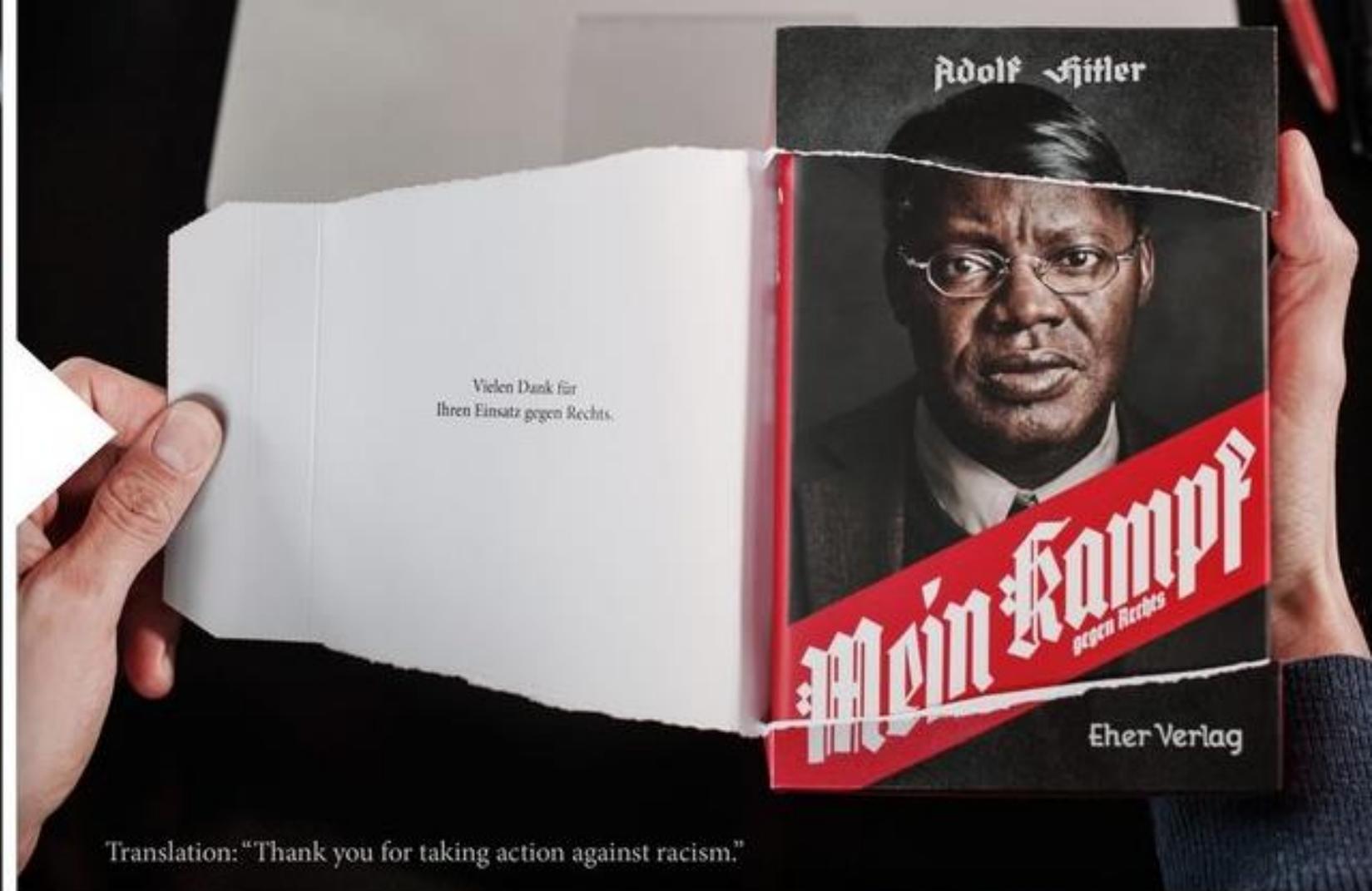
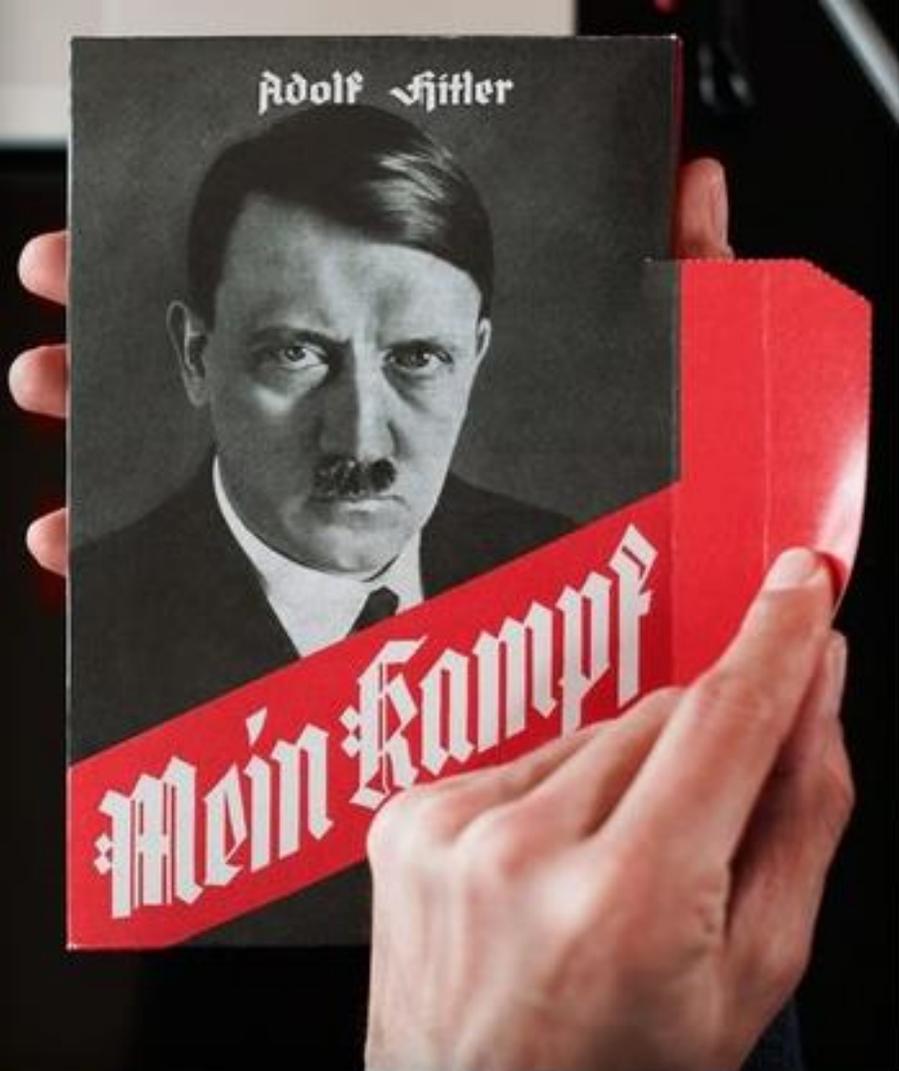
DOMINIK BOH

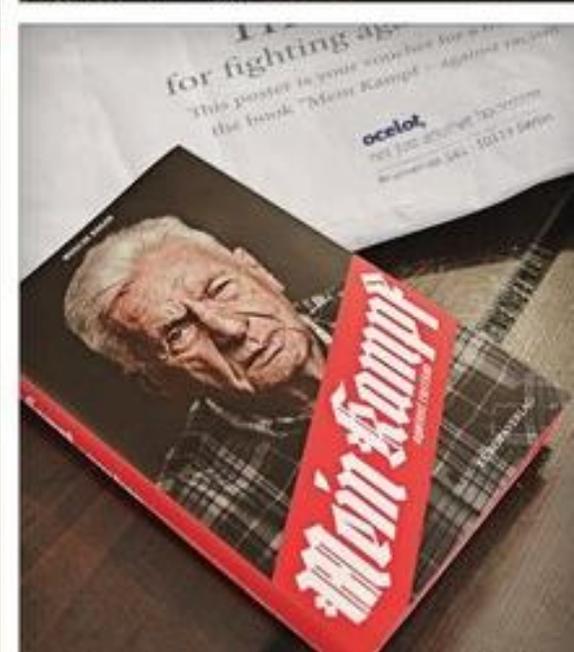


**Mein Kampf**  
*Mein Kampf*  
 MEIN KAMPF

HEUTE IM BUCHHANDEL  
 EUROPAVERLAG







Gesicht Zeigen!

# #Hitler

Hitler. Hashtags. Algorithms.  
A satirical series exposing how online radicalization works.  
Millions of views. National media coverage.



Right-wing extremism doesn't just spread through ideology. It spreads through algorithms.

So we let the most notorious propagandist in history explain how it works today: Adolf Hitler.

In a series of satirical social videos, "Hitler" broke down hashtags, virality and digital echo chambers, showing how easily hate can scale online.

#### Results:

Millions of views and interactions  
Nationwide media coverage and public debate about online radicalization

#### #Hitler

ADC Global - Silver  
Eurobest - Gold, Shortlist  
ADC Germany - Bronze, Merit  
D&AD - Shortlist  
Epica - Shortlist  
Cannes - Shortlist  
PlakaDiva - Silver

#### Adolf's Online Strategy

Lovie - Gold  
LIA - Bronze  
Epica - Bronze  
Cannes - 3 Shortlist  
Deutscher Digital Award - Bronze  
ADC Germany - Merit

# HITLER HASHTAG

## CHALLENGE

Fascism is conquering the internet. Right-wing populists and agitators are abusing the web and using social networks to attract people through propaganda. Their aim: to shift society to the right-wing. As the world drifts further to the right, the small anti-racism organisation "Gesicht Zeigen" (well known from their project "Mein Kampf against racism") strives to fight back.

## IDEA

To show the imminent danger of social media in the wrong hands, we created a symbol. Starting with an icon that reigns supreme on the internet: the hashtag. By simply adding a specific background to the symbol we completely changed its meaning, directly referring to the Nazi swastika. The Hitler Hashtag was born. We kicked off the campaign with huge flags in the heart of Berlin's political district, involved the press and spread the motif on- and offline by involving a network of 300,000 influencers.

## RESULTS

Our campaign hit hearts everywhere and young influencers joined the fight against racism. The Hitler Hashtag became a relevant topic with thousands of likes and millions of contacts via earned media. We achieved more than 850,000 likes in total. Even right-wing extremists spoke about us. But more important: so did the people who wanted to take a stand against racism. Attracting 550% more new members per month to "Gesicht Zeigen" than usual.

"Shows users the danger in an eye-opening way."  
PR-journal

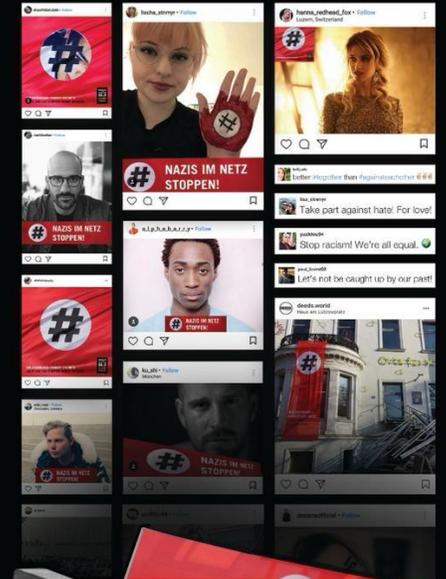
"Strikingly illustrating what the right-wing is doing."  
Eastwind

"If Hitler lived today."  
Marketingdirecto

"Sends a shiver down your spine."  
Frauleinlora

"The Führer is on Facebook!"  
Dahamist

"The secret danger lurking in the web."  
MediaCat



76 million contacts

€4.9 million in earned media

+550% new members per month



Fanta

# Snapposter

We hacked Snapchat's sticker tool for Fanta and turned it into our design platform.  
No paid sticker feature. No app build. Using the built-in scissor feature, teens turned our  
snaps into their own poster designs.





# SNAPPOSTER

Snapchat's sticker feature is paid media. So we hacked it.

We turned the built-in scissor tool into Fanta's design platform. Teens cut our snaps into their own stickers and poster designs directly inside the app.

Instead of pushing ads, we let the audience design Fanta's outdoor campaign.

## Results:

4,800+ user-generated designs  
256 million campaign contacts

Effe Germany – Silver  
Lovie – Silver  
ADC Germany – Bronze  
WPPed Cream x WPP – Silver  
Best Agency Award – Silver  
NY Festivals – Finalist  
Deutscher Digital Award – Shortlist

### SHOUT OUT

Germany's most popular influencer Julien Bam activated teens in his and Fanta's Snapchat channel by snapping colourful Fanta elements.



5.06 MIL. VIEWS

### CREATED IN SNAPCHAT

With the scissor tool in Snapchat, teens cut out the snapped elements and used them like typical stickers for their designs – so we didn't have to pay for the sticker function in teen's favourite app.



4.800 DESIGNS

17.600 VOTES

### PUBLISHED AS POSTERS

The teens voted for the 20 best motifs and we took them from the small screen to the big screen: as posters across Germany. 100% teen relevant content on social media, but also in the traditional medium, billboards.

11.000 POSTERS



## TASK

Teens are Fanta's top target group. But traditional media and advertising promises don't reach and wow them anymore. How can we bring back Fanta into the hands of teens?

## SOLUTION

Fanta hands over its advertising to teens: fully officially, hooray! Because teens know best what teens like! Fanta presents: Snaposter – created in Snapchat, published as posters.

Fanta

# MUSICVIDEO

Fanta wanted to reconnect with teenagers. So we turned a music video into an open call with Julien Bam. 13 young talents from the community became part of the official video.



# FANTA x YOU x JULIEN BAM MUSIC VIDEO



GERMANY'S MOST  
POPULAR INFLUENCER

**THE SITUATION:** Nowadays, teens show zero interest in standard Fanta TVCs. Actually, they're not interested in anything. Except for themselves (Generation Selfie). And Julien Bam – the most popular influencer in Germany. Oh yeah, and music videos – the most viewed content on YouTube – even better with Julien Bam.

**THE SOLUTION:** Our idea that makes Fanta super interesting again for teens: The FANTA x YOU x JULIEN BAM MUSIC VIDEO. Julien Bam activated teens to become part of a fresh music video. From the best application videos, we picked 13 young talents and developed the music video with them.

The result delights eyes and ears on YouTube – and brought Fanta with a refreshing brand message back into the hearts of the young main target group.

6.4 MIL. VIEWS

19 YEARS VIEWTIME

TOP 15 YOUTUBE CHARTS

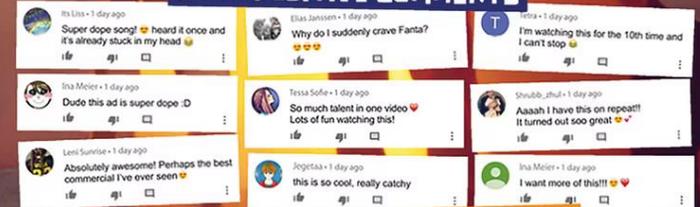
CLICK CHARTS 12/2017

MORE THAN 1.500 APPLICATION VIDEOS



13 TALENTS CHOSEN

93% POSITIVE COMMENTS



+5.200% CHANNEL SUBSCRIBER



Fanta had lost relevance with teenagers.

So we didn't just shoot a music video. We opened it up.

Together with Julien Bam, we invited teens to apply with their own clips. From hundreds of submissions, 13 young talents became part of the official Fanta music video.

Instead of casting influencers, we cast the audience. Fanta didn't just talk to youth culture. It collaborated with it.



EAN

# Escalating GIFs

A GIF normally repeats. Ours changed with every loop to show what repeated bullying really does.  
A social awareness campaign that redefined the GIF.



# ESCALATING GIFS



The more it repeats, the crueler it gets. Just like bullying!



The European Anti-Bullying network set out to illustrate the real consequences of bullying. To do that, we spoke to teens using one of their favorite modes of communication: GIFs. A GIF repeats over and over, but to demonstrate the effect consistent bullying has on victims, we created GIFs that evolve with each repeat.

(I only developed the core insight and the award-entry material for this project.)

- ADC – Gold
- ADC Europe – Gold,
- Clio – Gold,
- LIAA – Gold
- Webby Awards – Winner
- And many more...(33 in total)

### Problem:

One in three European teenagers becomes a victim of bullying at some point. Many suffer from abuse more than once, with the aggression and violence often escalating with each attack. The rise of social media has only worsened the problem. Given that teens tend to reject any intervention on this topic from teachers and parents, how could the European Anti-Bullying Network (a non-profit NGO) make teens understand the real consequences of bullying?

### Idea:

To make them understand we had to use teens' favourite language in social media: GIFs. GIFs repeat over and over, unlike bullying, which gets worse and worse with every repetition. Therefore, we developed the Escalating GIFs, where the action gets worse with every repetition, too. To be as authentic as possible, we shot the GIFs with real victims of bullying. Escalating GIFs were seeded exactly where teens are looking for entertaining GIFs. They linked to websites and helplines across Europe to empower victims and bystanders.

### Results:

In six weeks, the campaign was seen by 4,5 million teens. More than 120,000 engaged with the GIFs. Even Monica Lewinsky, the most famous anti-bullying activist, tweeted one of the GIFs. Some posts were shared more than 4,000 times. Via earned media, another 10 million people were reached, adding an equivalent value of 220,000 Euros. All this without a single cent spent on media, just with a few GIFs.

4.5 mio reached by the GIFs  
10 mio contacts via PR  
0 € spent on media



Coca-Cola

Love needs  
no labels

For Christopher Street Day, we created Coca-Cola's first ad without a logo.

We created Coca-Cola's first ad without a logo for a special CSD edition of „Der Tagesspiegel“.

Stripping the brand down to its absence became the statement itself. Because when it comes to love, labels are unnecessary. The brand spoke loudest by saying nothing.



Love needs **no labels**

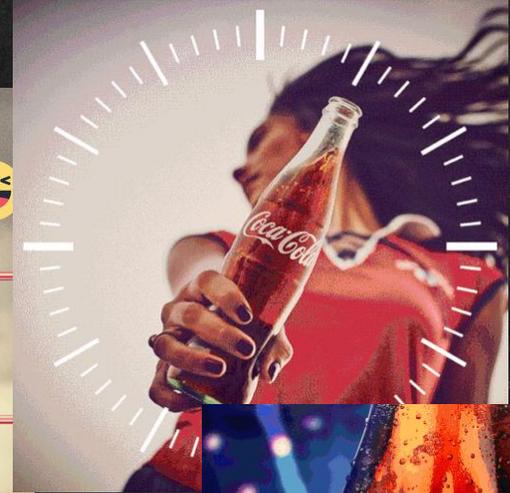
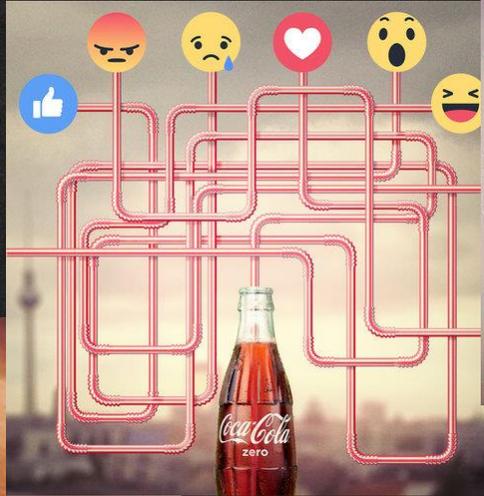
#CSDBerlin40

Coca-Cola

# Always On

Building Coca-Cola's always-on social system for Western Europe. Rolled out across 14 markets with up to 30 posts per month, tailored to each platform.





Coca-Cola can't just show up for big campaigns. It has to show up every day.

After winning the pitch, we built the always-on social system for Western Europe and rolled it out across 14 markets. From long-term strategy to monthly ideas and asset production, we created up to 30 posts per month across all major platforms.

Instead of repeating TV on social, we developed channel-specific formats, micro-campaigns and reactive content that kept the brand part of teen culture in real time.

170+ million views in the first year.

Coca-Cola

# Santa

Coca-Cola's Santa is one of the most iconic brand figures in the world.

Together with illustrator Stefano Riboli, I led the art direction for a new Santa, translating the heritage of the brand into a fresh visual expression while staying true to its unmistakable DNA.



Illustration Stefano Riboli  
Art Direction: Stephan Westerwelle



Illustration Stefano Riboli  
Art Direction: Stephan Westerwelle



Illustration Stefano Riboli  
Art Direction: Stephan Westerwelle



Coca-Cola

# CokeTV

We created CokeTV, Coca-Cola's original YouTube format.

What started as a new branded content idea became an international platform rolled out across multiple markets.



Bit.panda

# To the moon

Investing used to feel complicated and reserved for experts. Bitpanda made it simple. 24/7 access.  
No financial jargon. Just a platform that puts investing in your hands.

To launch this mindset, we tapped into meme-stock culture and the energy of a new generation of traders.  
Packed with subtle community references, the campaign turned internet investment hype into a bold,  
accessible brand statement.





Illustration: Victor Beuren  
Art Direction: Stephan Westerwelle



Illustration: Dave Arcade  
Art Direction: Stephan Westerwelle







Thank you!



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