

**CHRIS  KNIPPING**

**COPYWRITER**



**ADVERTISING**



**Nike vs. snails.** Nike's new football boot „Match Mercurial“ is super lightweight, which makes it super fast.



**Asics Sportstyle print.** Tiny models done by Japanese artist Dehara show Asics' first sport fashion line, the „Tokyo Collection“, on location in Japan's capital.

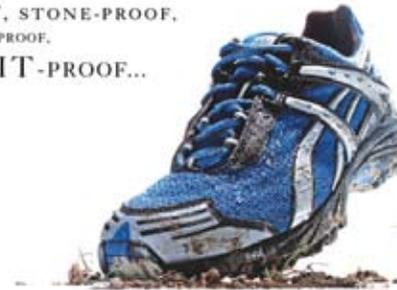
WE ARE THE ASICS GEL-NIMBUS.  
HEY OTHER RUNNING SHOES...  
WHAT ABOUT A NICE  
WALK IN THE SUN?  
HEHE.



HEHEHE.



WE ARE THE ASICS GEL-NORDIC GORE-TEX. WE ARE  
WATER-PROOF,  
DIRT-PROOF, STONE-PROOF,  
MUD-PROOF,  
ELKSHIT-PROOF...



HOLD IT,  
WILL YOU?



SALES?  
WHERE?



WE ARE THE ASICS GT-2110 FOR WOMEN. NO RESPECT  
FOR RUNNING SHOE ADS MAKING  
LAME JOKES ABOUT GIRLS BEING

**FASTER**  
AT SALES.



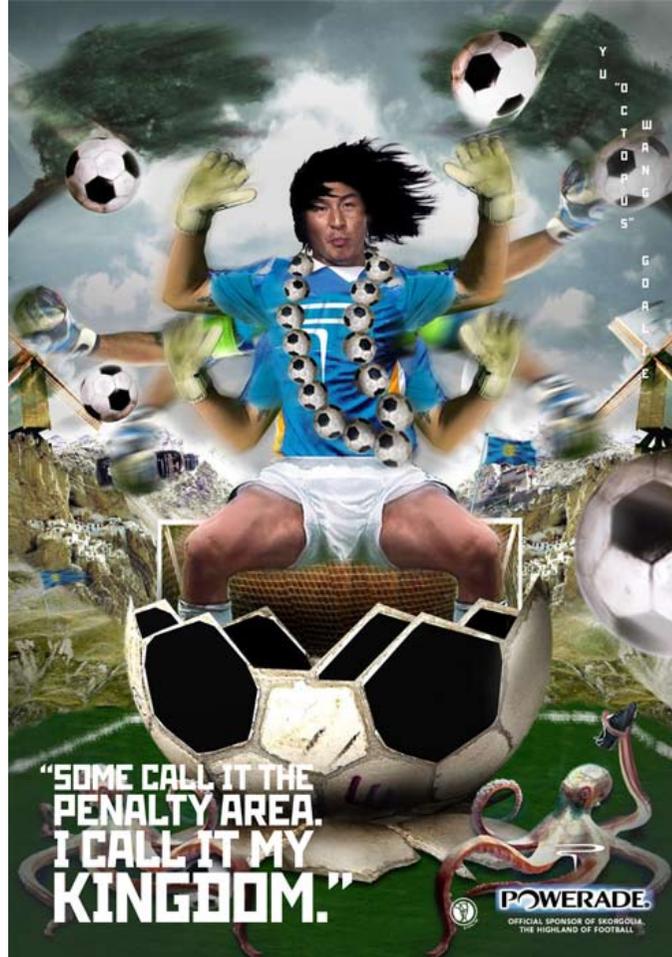
WE ARE THE ASICS GEL-NIMBUS.  
QUESTIONS REMAINS:  
WHY DID THEY MAKE US.  
OF ALL THINGS,  
**SILVER?**



RELAX. THAT'S  
CAMOUFLAGE.



**Asics Gel print campaign:** Asics running shoes are so full of intelligent technology that they can even speak for themselves.



**Powerade: Skorgolia.** For the World Cup 2006, the underdog Powerade sponsors the underdog Skorgolia. A tiny country high in the Himalaya, where soccer is a religion and players are worshipped like gods.





**Powerade: Skorgolia tv ad.** We see the Skorgolian national team and their crazy fans in action, doing unbelievable things. Skorgolia beats any opponent, and all the players need to refresh for the next game is some power from the blue bottle.



**Dyrup wall paint: the guinea pig.** No animals were harmed in the making of this film. The guinea pig has resided to a residence in greece, getting fresh salad every day, as well as visitors from all over the world on youtube.

**EASY TO APPLY.  
DYRUP WALLPAINT.**

[WWW.DYRUP.COM](http://WWW.DYRUP.COM)

MINI COOPER CLUBMAN,  
MINI COOPER D CLUBMAN,  
MINI COOPER S CLUBMAN.

A NEW BREED HITS THE STREETS.  
MINI CLUBMAN. THE OTHER MINI.

MINI PRESENTS.

Mini Clubman

MINI YOUR WAY.

Experience over 100 Mini Clubman. Two models, a whole world of possibilities. Choose yours.

1. Compact and agile
2. Modern
3. Fun and colorful
4. Innovative design and details
5. High-tech equipment and technology
6. Performance

MINI DATA.

The New York and Spain in a glance. Plus detailed information about pricing, finance, leasing and warranties.

Technical data  
Performance overview  
Leasing and finance  
Pricing and warranty

Mini Clubman is a registered trademark of the MINI Group.

EXPERIENCE



**Mini: Clubman catalogue.** Urban space with 175 hp: The catalogue for the worldwide introduction of the Mini Clubman.

SAFETY IS NOT AN OPTIONAL EXTRA.

Whatever happens, your safety is a pretty safe bet. Both interiors, a body reinforced in all the right places, and on front, head and side airbags as standard deliver outstanding protection in every MINI Clubman.

Want to make your MINI Clubman as individual as you are? No problem, thanks to a multitude of options, including different colours for the C pillars and roof. The only tricky bit is deciding which ones are right for you.

A MILLION DIFFERENT POSSIBILITIES –  
AND ONE OF THEM'S GOT YOUR NAME ON IT.

It doesn't take much to be happy. Well, not much diesel fuel anyway. With its exceptional recharging, the MINI Cooper D Clubman guarantees maximum of fuel per 100 kilometres, and emits just 108 grams of carbon dioxide per litre.



To get to know the MINI Clubman is to take a test drive. But if you can't test one, just turn the page.

The legendary MINI go-kart feeling makes every corner an experience to savour. The long wheelbase, wide track and low centre of gravity ensure you stick to the road like glue.

LIFE'S MORE INTERESTING WITH  
A FEW TWISTS AND TURNS.

Integrating excitement, hours of power pure driving fun. That's the MINI Cooper S Clubman, with its 175-horsepower (128 kW) turbocharged engine. Make the most of your freedom – in the city on the highway, or whenever life takes you.

A 175-HORSEPOWER MOBILE  
URBAN LIVING SPACE.



BMW  
Innovationen

[www.bmw.de](http://www.bmw.de)



Freude am Fahren

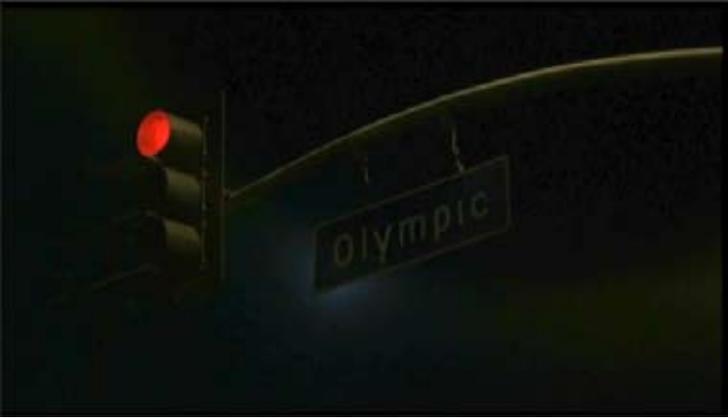


Noch genauer daneben.

Die BMW Aktivlenkung. Für präzises Lenken bei jeder Geschwindigkeit.



**BMW: missing things even closer.**  
Print campaign for BMW's very precise  
„Active Steering“ technology.



**BMW: dissing traffic lights.** They don't even give you a break late at night when there's no one in the streets anyway. This tv ad shows traffic lights wasting energy – and promotes BMW's energy-saving Auto-Start-Stop technology.

Sie lesen ja auch nur, wenn es

etwas zu lesen gibt.

Sie mögen es gerne effizient: Dann werden Sie auch einen Motor schätzen, der nur dann läuft, wenn Sie fahren. BMW Auto-Start-Stop.

BMW  
EfficientDynamics

[www.bmw.de/  
efficientdynamics](http://www.bmw.de/efficientdynamics)



Freude am Fahren

**“Why read ...if there’s nothing to read?”**

Print ad for BMW’s energy-saving Auto-Start-Stop technology.

DU

# O<sub>2</sub>O

Damit Sie beim Telefonieren nicht ans Telefonieren denken.

www.o2online.de

O<sub>2</sub> can do.

Jetzt was neues. O<sub>2</sub> o<sub>2</sub> introduces. Tel. 0800 44 223 77 www.o2online.de oder im O<sub>2</sub> Shop

# O<sub>2</sub>O

Damit Sie beim Telefonieren nicht ans Telefonieren denken.

- Keine Vertragslaufzeit
- Keine monatliche Grundgebühr
- 15 Cent pro Minute und pro SMS in alle deutschen Netze
- Wenn Sie nicht telefonieren, zahlen Sie monatlich nichts
- Und wenn Sie viel telefonieren und SMS schreiben, schützt Sie monatlich der O<sub>2</sub> Kosten-Arzt

O<sub>2</sub> can do.

www.o2online.de

# O<sub>2</sub>O

Damit Sie beim Telefonieren nicht ans Telefonieren denken.

O<sub>2</sub> can do.

# O<sub>2</sub>O

Damit Sie beim Telefonieren nicht ans Telefonieren denken.

Cicerone MAGAZIN FÜR POLITISCHE KULTUR

Männer, Macht und Mädchen.

O<sub>2</sub> can do.

DIE IDEE DER KÜNSTLER DAS KUNSTWERK DER WETTBEWERB DER WELT

## DAS GRÖSSTE ONLINE KUNSTWERK DER WELT

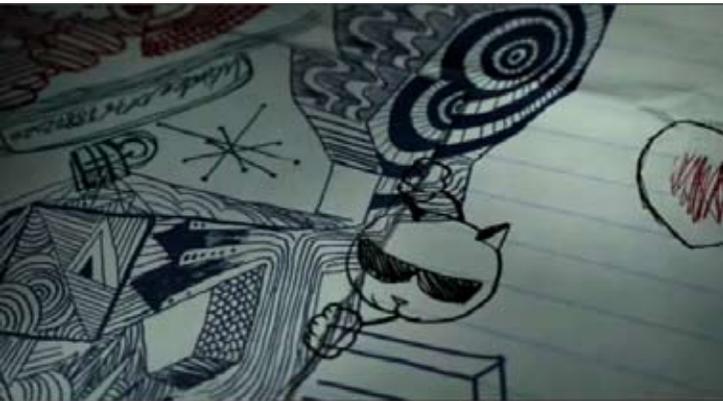
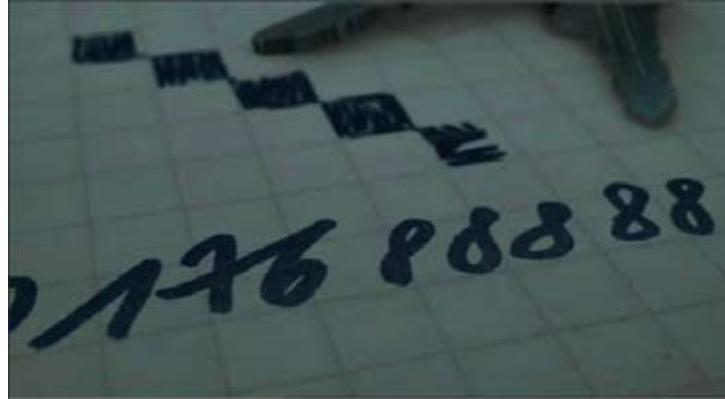
DOODELN KANN JEDER AUCH DU!

JETZT MITMACHEN >

NEUESTE DOODLE

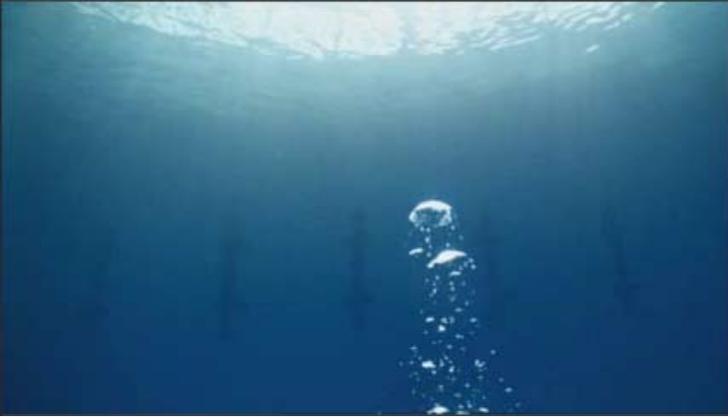


**O2 "o" doodles campaign.** Don't think about phone calls when you make phone calls: o2 introduces its new cellphone solution „O2 o“ with a wide 360-campaign that takes telephone doodles as a symbol for no-frills mobile phoning.



**O2 "o": doodles.** In the O2 o ad, telephone doodles come alive, moving to Depeche Mode's „Fragile Tension“.





**Unlimited testing for o2:** the tv ad for the o2 curiosity campaign shows people (and a cat) testing all kinds of stuff, may it be sensible, foolish or just beautiful.

Der Mensch lebt nicht von Sauerkaut allein.

Thrillingly Tasty

[www.cavendish-harvey.de](http://www.cavendish-harvey.de)

Was das weisse Pulver in unseren Dosen ist? Ein Betriebsgeheimnis!

Thrillingly Tasty

[www.cavendish-harvey.de](http://www.cavendish-harvey.de)

Das junge Deutschland hat wieder Traditionen. Hier eine aus der Dose.

Thrillingly Tasty

[www.cavendish-harvey.de](http://www.cavendish-harvey.de)

Man spricht es Käwendisch, und Harold aus Hans.

Thrillingly Tasty

[www.cavendish-harvey.de](http://www.cavendish-harvey.de)

**Cavendish&Harvey: check it out, Fritz!** Lord Cavendish is an odd british sweet-factory owner, living in exile in Germany. To the young German target group, he offers those sweets most of us have last seen in grandma's glove compartment.

degussa.  
creating essentials

IST  
SPEZIALCHEMIE  
COOL?  
SCHAUEN SIE MAL  
UNTER IHREM  
SOHN NACH.

DEKORFOLIEN VON DEGUSSA SORGEN DAFÜR, DASS SNOWBOARDS NICHT NUR LEICHTER GLEITEN, SONDERN AUCH BESSER AUSSEHEN. EIN ENORM WICHTIGER FAKTOR. FRAGEN SIE IHREN SOHN. WWW.DEGUSSA.COM

SIE FINDEN  
UNS  
AUF SEITE  
1 FF.

DRUCKPHONEME VON DEGUSSA SORGEN DAFÜR, DASS DIE IHRE ZUFUNDFINDUNG NICHT NUR BESSER LEISTEN KÖNNEN, SONDERN AUCH NICHT ALLEN ZU SEHEN. WWW.DEGUSSA.COM

WISSEN SIE, WIE  
WIR  
BASF UND BAYER  
HEIMLICH NENNEI  
„KUNDEN“.

INDIVIDUELLE SPEZIALCHEMIE LÖSUNGEN VON DEGUSSA HELFEN NICHT NUR SACHEN FUNKTIONIEREN, SONDERN AUCH DIE QUALITÄT IHREER PRODUKTE UND DIE EFFIZIENZ IHREER ARBEITSPROZESSE ZU STEIGERN. FRAGEN SIE UNS. WWW.DEGUSSA.COM

UNSERE KUNDEN  
SPRECHEN  
VON ZAUBEREI.  
WIR  
BEVORZUGEN  
DAS SCHLICHTERE  
„SPEZIALCHEMIE“.

SPEZIALCHEMIE HAT OFT EINE VERBLÜFFENDE WIRKUNG, KLARHEIT BEZÜGLICH VERHALTEN UND ANWENDUNGSBEREICHEN. SIE WISSEN KEIN WUNDER, DASS UNSERE KUNDEN UNS ZUM WELTWEITEN NO. 1 ERNENNTEN. WWW.DEGUSSA.COM

KEINER WIRD  
ÖFTER VOM  
PAPST  
GEKÜSST ALS  
WIR.

UNSERE ROLLFILMBELAGER SORGEN AUF FLUGHÄFEN WELTWEIT FÜR EINEN REIBUNGSLOSEN ABFLUG. WENN SIE DAS NÄCHSTE MAL EINEN FLUGHAFEN BEREICHEN, DENNEN SIE WIR. WWW.DEGUSSA.COM

NICHT BEDROHT,  
TROTZDEM  
IM ZOO:  
PLEXIGLAS VON  
DEGUSSA.

THE CHEMICAL  
BROTHERS:  
NICHT UNSERE  
MUSIK, ABER GUTER  
NAME.

FÜR JEMANDEN,  
DER IN JEDEM  
ROMAN  
VORKOMMT, SIND  
WIR ZIEMLICH  
BEScheiden.

MIT DEGUSSA  
DAUERT EINE  
WIEDER-  
VEREINIGUNG  
CA. 5 SEKUNDEN.

ANGELINA  
JOLIE UND BRAD  
PITT BESTEHEN  
ZU 0,5%  
AUS  
DEGUSSA.

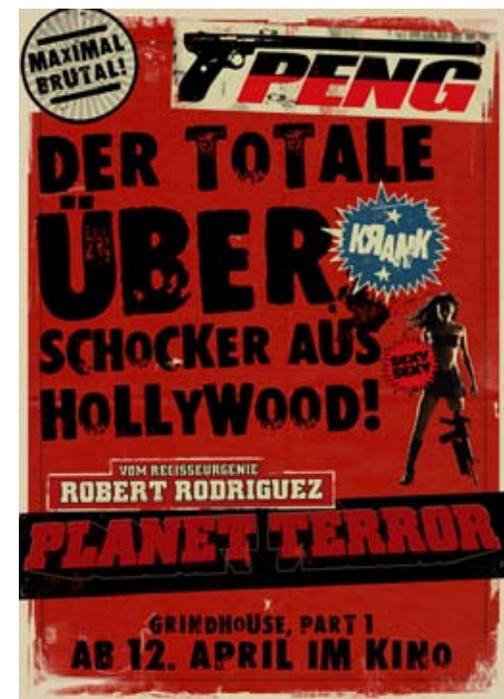
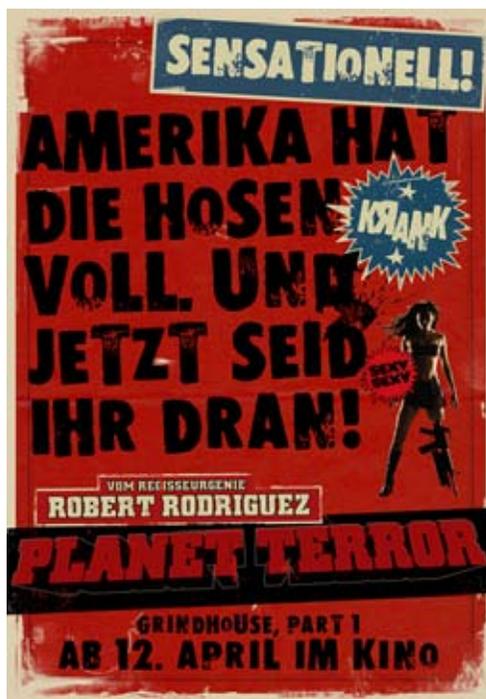
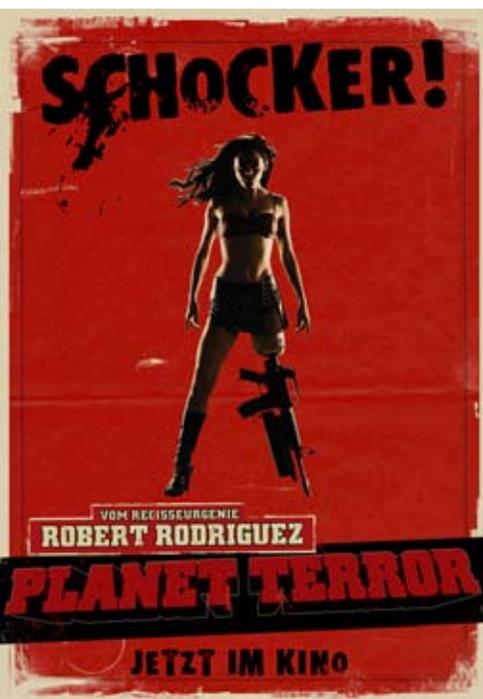
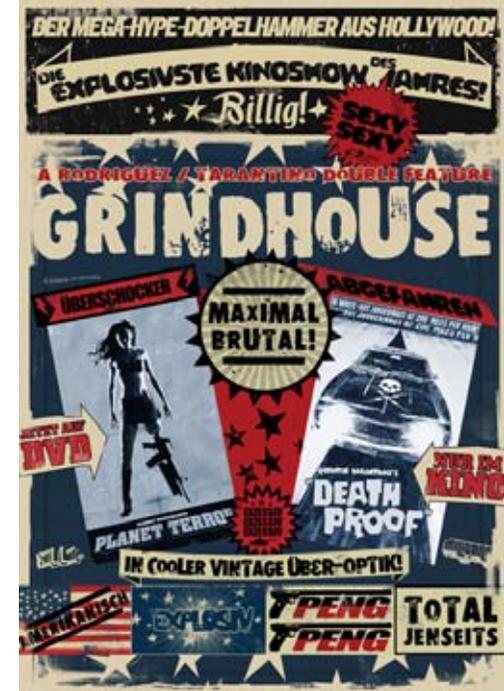
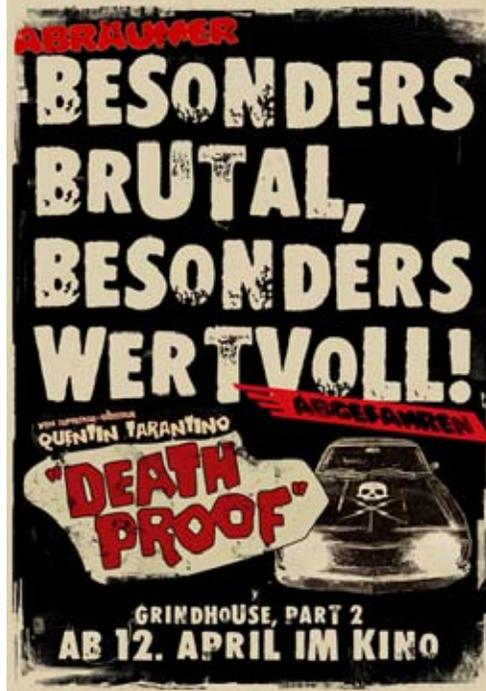
**Degussa Special Chemistry: the invisible factor.** Special chemistry is a technology that does its job undercover. At least, until you reveal it to leaders of politics and economy by doing a well-targeted campaign in newspapers and at airports.



**Pro7 Online: too good to stop.** TV ad for an entertainment website of the German tv-station Pro7, showing that Pro 7 Online surfers can be by no means distracted from their website.



**RUND Magazine. In words: football.** Intelligent but playing hardball. This is the way RUND wants to write about football, and this is what campaign and claim are like.



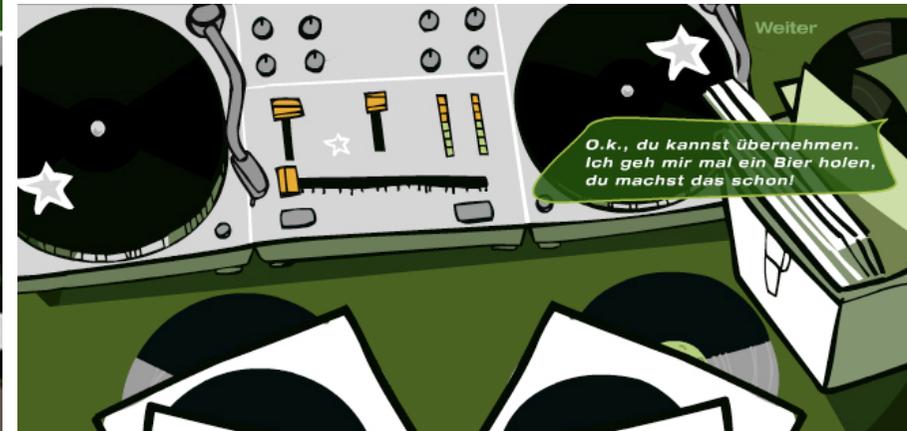
**Grindhouse: how low can you go?** The Grindhouse Double Feature by Quentin Tarantino and Robert Rodriguez is a trash-lesson for the advanced. The posters serve as an introduction.



athy Casanova Unterhaltung Sitestrip Musik Partner Kontakt Business Geschichte Nachtleben Impressum

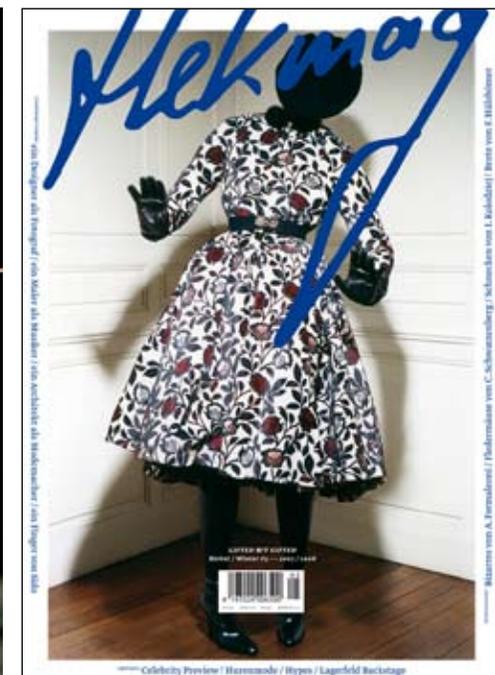


Gogos Casanova Unterhaltung Sitestrip Musik Partner Kontakt Business Geschichte Nachtleben Impressum



**Heineken: the Heineken Club.** In 2001, Heineken launches the first online-club in the world: a website that is a café by day and a hot night club by night. Being online and highly frequented for seven years, this might have been Germany's longest-lasting brand website ever.

# **EDITORIAL**



**Hekmag Magazine: highgloss vs. underground.** An international magazine for fashion, art and culture, produced and released by the Berlin advertising agency Aimaq.Rapp.Stolle. Hekmag quickly made it's mark in the worldwide fashion, art and design scene. It gave us a lot of pleasure and won a couple of awards. And, after 3 years, we stopped doing it, as is right and proper.

# KEEP YOUR BREAD WARM



**Hekmag: keep your bread warm.** Accessory editorial for headgear.

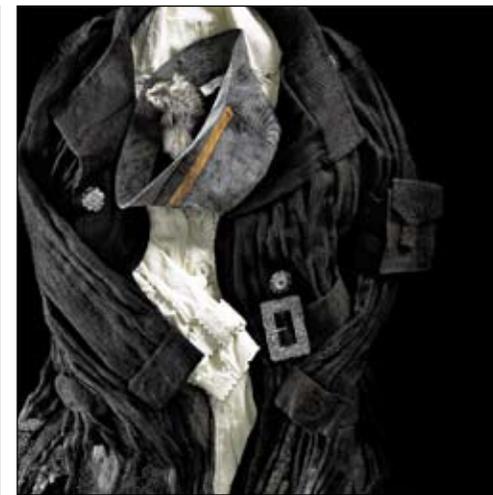
# HIBER NATION

Photographer René Riss  
Styled by Sabrina Trankovic

Dark jackets by Emilio Pucci



**Hekmag: Editorial „Hibernation“.**  
If you have to hibernate anyway, you should do it in the season's fanciest rags.





## CV

1997-2004 Studies at Freie Universität Berlin  
(communications, business economics and history, M.A.)  
1999 -2000 Copywriter; Zum goldenen Hirschen  
2000-2001 Copywriter; Pixelpark and Aimaq.Rapp.Stolle  
2001-2004 Founder and Creative Director of Baudhaus New Media Agency  
2004-2005 Master Thesis at Freie Universität Berlin; published book „Movie Games“  
about the integration of videogames into Hollywood's value chain  
2005-2007 Senior Copywriter International Team; Aimaq.Rapp.Stolle  
Founder and Editor of Hekmag Magazine  
2007-today Freelance Creative Director and Copy Writer



## CLIENTS

Adidas, Asics, Bayer, Beck's, Bewag, BiFi, BMW, Camel, Cavendish&Harvey, Coca-Cola, Corporate Candy, DaimlerChrysler, Degussa, Deutsch Magazine, Dyrup Wallpaint, DZ Bank, Ferrero, FHM, Fisherman's Friend, Freenet, German Red Cross, German Wings, Gizeh, GQ Magazine, Heineken, Hekmag Magazine, hülsta, immoscout24, autoscout24, McKinsey&Company, Mini, Mobilcom, MTV, mybet, Nike, o2, PitStop, Powerade, Pro7 TV, Ramazotti, Reemtsma, Rund Magazine, Senator Film, smart, Sparkasse, SPD, Steilmann Group, Under Armour, Universal Music, Unno, Yoc

## AGENCIES

180 Amsterdam, a&b one, Aimaq.Rapp.Stolle, ID Media, Jung von Matt Hamburg, Jung von Matt/next, KicherBurkhardt, kreative konzeption, Media Arts Berlin, Perfect Fools Amsterdam, Plantage, TBWA Berlin, VCCP Berlin, Zum goldenen Hirschen Hamburg

## AWARDS

ADC Germany, ADC New York, American Automotive Advertising Award, Cannes Short List, Europrix, NYC Festival, Luerzer's Archive, London International Advertising Awards

## CONTACT

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