

**Rebel, Funny, Creative, Digital Native, Sporty, Engineer,  
Entrepreneur, Award-Winner, Innovator, Thinker, Flyer...  
not necessarily in that order.**



**Dom  
Heinrich**

# Shortcuts

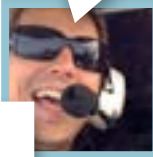
**mrcreativerebel** Dom Heinrich  
 school is out! stay in the states for 6 month to work  
 and visit my fam in charlotte, new york and atlanta.

July, 25th 2000 Atlanta



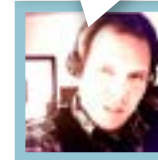
**mrcreativerebel** Dom Heinrich  
 working as art director online for agencies like  
 tbwa, scholz & friends, taste, fdi and amazing cli-  
 ents like Bridgestone, Kellogg and Ehrmann

February, 22nd 2001 Kempten



**mrcreativerebel** Dom Heinrich  
 i do everything to please my  
 clients <http://t.co/RVEMua2>  
 via @youtube CLICK HERE

September, 14th 2009 Alps



**mrcreativerebel** Dominik Heinrich  
 founded my own agency. naylil advertising with  
 16 employees in kempten (germany) and bangkok  
 (thailand)

June, 1st 2003 Bangkok



**Clients** Naylil Advertising Agency

AKG, Bahlsen, Ehrmann, Ferrero,  
 Gothaer, LTU Asia, Mammut, mondi,  
 oracle, oerlikon Spyder...

2003 until 2008

**mrcreativerebel** Dom Heinrich  
 Speaker @EPICA Awards 2013

January, 25th 2013 Lubljana



**mrcreativerebel** Dom Heinrich  
 amalgamation to wüschner/naylil and become a  
 member of samcon group. work as chief creative  
 officer with 50 employees

March, 01st 2009 Munich



**Clients** wüschner/naylil

Bentley, ING DiBa, canon/oc,  
 Panasonic, Mammut, Sixt, Verivox,  
 Volkswagen...

2009 until 2010

**mrcreativerebel** Dom Heinrich  
 GranataPet Snack Check an award winning  
 innovation campaign with foursquare...

October, 21st 2011 Düsseldorf



**mrcreativerebel** Dom Heinrich  
 check out this pinterest page by a  
 german creative director  
[adage.com/u/ILdDOb](http://adage.com/u/ILdDOb) via @AdAge

June, 5th 2012 New York



## Experience

### Skiinstructor @Ski- & Snowboard School Ostrachtal

October 1998 - April 2001 (2 years 7 months)

### Art Director Online/Offline @ Freelancer

November 1999 - April 2000 (6 months)

### Art Director Online @ fabrique d' images digital media

2000 - 2002 (2 years)

Designing and developing HTML-, PHP- and Flash-Websites for clients like: Ehrmann, Bahlsen, Kellogg, Aquatec dolomite, FitnessPoint

### Art Director @ Freelancer

March 2002 - December 2003 (1 years 10 months)

online and dialog concepts for brands like bahlsen, bridgestone, benetton, oracle, bmw

### Creative Director, Owner, Founder @ Naylil / Germany

January 2004 - November 2009 (5 years 11 months) / Kempten/Allgäu

Having started as a Skiing instructor in my early youth and a degree in financial studies I jumped into a great entrepreneurship in the 21st century focusing on the digital world. Indeed this was a logical step I had and wanted to take as being from a family with a great and successful entrepreneurs background.

From scratch and without any experience regarding the advertising world I decided to establish my own business. From b2b to b2c and with a huge digital background. Starting from the Bavarian Alps I established offices in the second biggest city in Germany Hamburg and Bangkok Thailand.

The success was great. My Agency had international key accounts such as Bridgestone, Kellogg's, Panasonic and Volkswagen. And local accounts for one of the largest dairy manufacturer in Germany Ehrmann, the number one biscuit manufacturer Bahlsen, LTU Touristic, Mammuth Swiss Apparel, Travelzoo and oerlikon.

**pins** @mrcreativerebel

### Creative Director, Owner, Founder @ Naylil / Asia (EuroThai)

January 2006 - April 2007 (1 year 4 months) / Bangkok

Mark Sonntag, Thilo Mutter and me founded in December 2005 the Naylil Asia Co. Ltd. as European/Asian adagency in Bangkok. Mark worked as CEO and Creative located in Bangkok for clients like LTU Asia, Crystella, Barsu by Sheraton and published the Mag Thaizeit (www.thaizeit.de)

### Chief Creative Officer @ wüschner/naylil

March 2009 - December 2010 (1 year 10 months) / Munich

The great successes until 2009 lead to an offer of an communication agency holding, called samcon group, that took over a greater part of my company. I have reached the peak of my business in 2010 being the CCO of a larger agency with more than 50 employees. I was controlling and delegating the creative output and the supervision of the key accounts. At late 2010 I had to face the crash of this company having lost two great key accounts and a turn around of samcon group. The result was an unpleasant insolvency and a sudden changes. Would I consider this as a mistake? I think, we make decisions that lead to challenges and at the end someone has gained great experiences and knowledge.

Clients: ING DiBa, Ferrero, Bentley, Volkswagen, Ferdi Fuchs, Stockmeyer, Verivox, Gothaer, Mammuth, Travelzoo, Spyder, Panasonic and so on....

### Creative Director Innovations @ agenta werbeagentur / die zeitspringer

January 2011 - October 2012 (1 year 10 months) / Münster, Berlin

Controlling and regulating the innovations at the creative teams. Crosslinking online and offline. Create innovation concepts. Creative supervise of Volkswagen, GranataPet, Ubisoft. Other clients: LVM Insurance, Ubisoft, RWE, Fläminger Jagd, Bentley, XL Energy, Oase, ING-DiBa and so on.

### Flyer @ Mondelez (Kraft Foods) Project Fly Garage

October 2012 - November 2012 (2 months) / Buenos Aires

Project Fly is an innovation incubator from Mondelez. It's a mental and physical new space, where we create unmatched, digitally enabled connections with consumers and Mondelez brands to unprecedented places in consumers' hearts.

### Creative Director Innovation Advertising @ MRM

November 2011 - Present / Frankfurt am Main

Creative and Conceptual Lead of the "Innovative Advertising" offering to create digital infrastructure concepts for our clients like Opel, GM, Kraft/Mondelez, L'oréal, Nestle, Yokohama, Cadillac, car2go, Glendfiddich, MasterCard, Nespresso and so on.

## Education

Management Workshop @ MCSL Lautrach  
6 days

Advertising Summer Workshop @ St. Martin's College  
3 weeks

## Interests

Skiing, Surfing, Wine, Italian Food, Golf, Nespresso, Movies, TV-Shows,  
Culture, Motorsport, Whiskey

## Recommendations

*"Dominik has a strong creative mind; he thinks outside the usual media solutions into genuinely new territory, and is passionate and enthusiastic about all things innovative."*  
— Ed White, Editor Contagious Magazine, was with another company when working with Dominik at Project Fly Garage by Mondelez (Kraft Foods)

*"Dominik is a digital native and is always looking for new innovations, digital possibilities to interact with people. He has a great talent to combine offline with online communication measures. One of these cases is the interactive billboard for granata pet."*  
— Oliver Grage, Managing Director, AGENTA (agency group), managed Dominik at agenta werbeagentur GmbH

*"Dominik Heinrich is one of the most creative talents I've met and work with. 'Out of the box' is probably what describes him the best! If it's about a creative outdoor campaign or an online campaign, Dominik comes up with ideas that might combine the two. Dominik is a highly original thinker, enhancing the creative process not only with his own ideas, but also with those of others, as he opens up new avenues of exploration. He will surprise time and time again. He has a strong understanding of the client business and great empathy for the end consumer. He works collaboratively with other creatives, strategy and account to create effective and high-performing marketing campaigns. Besides all this, Dominik is a fantastic presenter, has a great sense of humor and is a great asset to have on any team. I highly recommend him and I'm sure I have the opportunity to work with him again."*

— Olaf Haarsma, Owner / CEO, Swordfish Media, was with another company when working with Dominik at agenta werbeagentur GmbH

*"Dominik is a great creative hands-on type of person. I have never met an entrepreneur who has built up his business in such a professional way without any knowledge of the business before. He started as a very young creative and is now a respected agency owner who deserves my full respect. He has a great understanding of creative work and is full of interesting ideas. He never stops moving and fulfills his work with determination."*

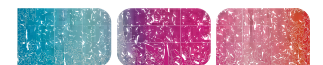
— Nabil Sheikh, Senior Account Manager, Naylil / Germany GmbH & Co. KG, worked directly with Dominik at Naylil / Germany GmbH Co KG

## Honors and Awards

3 times multimedia Award Winner (Best Website), shortlist best billboard 2009, Outdoor Shortlist at Cannes Lions 2011, Silver "Best Outdoor March 2011" on adsoftheworld.com, Top6 March 2011, London International Awards 2011 Non-Traditional Shortlist, Global Digital Advertising Awards Shortlist, Top6 Outdoor Campaigns March 2011 at bestadsonline.com, 4 time Finalist at Eurobest 2011 (Mobile, Promo/Activation, Outdoor and Media), Plakadiva Gold 2012 (Best Ambient Media), Finalist at New York Festivals 2012 (Innovative OOH), Finalist at Cannes Lions 2012 (Mobile), Finalist at Der Pixel 2012, Gold and Silver at Midas / New York Festivals 2013 (Mobile, Sponsoring), TheFWA Mobile of the day 2012

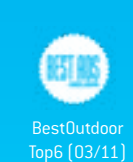
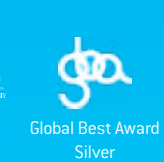
Linked 

**follow me** @mrcreativerebel



# GranataPet Snack Check

Conditioning the masters with foursquare



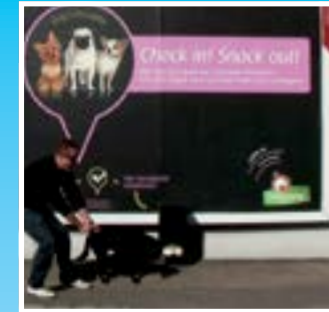
1. Watch the billboard and take your mobile phone.



2. Unlock your location of the billboard by check-in at foursquare automatically based on GPS.



3. The GranataPet high premium dog food comes out of the dispenser automatically.



4. Now we show the high appreciation of the dog food to the owners. Bow Wow!



5. Post your foursquare check-in on facebook and push the viral effect.

## Client:

GranataPet is one of the innovative leaders of high premium petfood in Germany. All food is based on pomegranate and very healthy for cats and dogs.

## Challenge:

Creating awareness for the GranataPet dog food with a slim budget! And show the high appreciation to the owners.

People enjoy getting something for free. At a checkin at foursquare for example. And they do it over and over again! It's the only way to try something new.

## Idea:

We catch the target group while walking the dog. And use the typical conditioning-approach, but now for the masters. The Message: **Check in! Snack out!** Just check in the location of the billboard at foursquare and the dog food comes out of the dispenser automatically. Plain and simply without being the major! And no boring voucher.

## Achievements:

With this idea it was easy to show the dogs high appreciation of the GranataPet dog food to the owners. It's an easy way to introduce a new brand to the dog community. Hundreds of billboard visitors generate an additional demand of GranataPet at the local pet stores. And also post their logins on facebook.





**ADWEEK**

*„Granatapet has finally made foursquare useful—to non-humans, anyway. One of the 9 wildest pet ads ever.“*

**Mashable**

*„As the Granatapet idea demonstrates, social media has given billboards a whole new life.“*

**foursquare**

*„As a company of dog lovers, this one really touched our hearts.“*

*„A pretty straightforward integration. Welcome to the future people.“*

**AdvertisingAge**

*„Top 5 Best of 2011“*

**DW**

*„Interactive advertising with Foursquare keeps hungry dogs happy.“*

**W&V**  
Werben & Verkaufen

*„Ein interaktives Plakat, das es in sich hat!“*

  
MR  
CREATIVE  
REBEL

# Free Throws like Dirk Nowitzki

A billboard that can be controlled via smartphones – with simultaneous live interaction with the web community



New York Festivals  
Midas Award  
Gold / Silver



Cannes Lions  
Finalist

ING-DiBa is the official sponsor of the German Basketball Federation, with national player and Dallas Mavericks' star Dirk Nowitzki as their brand ambassador.

## Brief

ING-DiBa wanted to make the younger target group aware of the effectiveness and simplicity of direct banking during Basketball-Events across Germany.

## Strategy

This target group in particular always has their smartphone with them. We set up a digital billboard that became a virtual basketball hoop for passers-by. They were able to throw a virtual basketball by moving their smartphones.

## Creative Execution

The public was able to use the digital billboard to log in to Facebook, Twitter or Foursquare via a mobile website. The system then sent a signal to each player on both the digital screen and their smartphone when it was their turn to take three free throws.

A message was automatically displayed on their Facebook Wall for their friends to see when the player logged in. Friends were then able to follow the streamed event live on a specially installed microsite and cheer for their player using likes. Their applause was visually and acoustically transmitted to the digital billboard.

At the end of each player's three free throws, a special webcam sent a picture of the player's best throw to their smartphone. Hundreds of players put their photo on Facebook, conveying the ING-DiBa campaign message: when you shoot and score, that's DiBaDu.

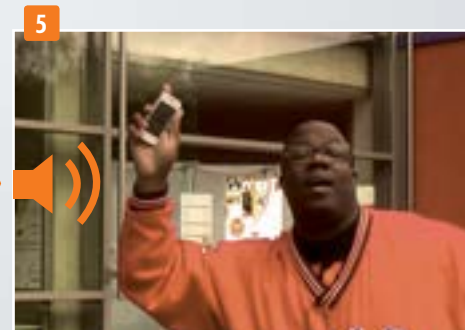
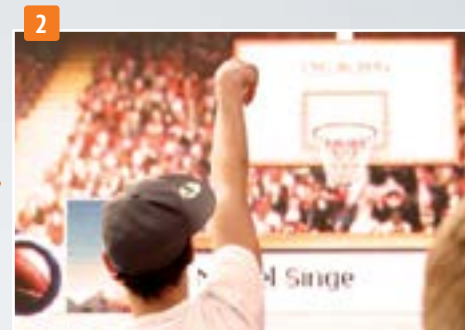
## Result

ING-DiBa was able to demonstrate how easy and efficient banking can be in a very compelling way, and position itself as an innovation leader.

The campaign attracted 2,823 of enthusiastic on-the-spot players. And in turn their friends generated 7,981 likes to cheer them on.



Dirk Nowitzki  
Official Testimonial of  
ING-DiBa AG, Germany



When you shoot  
and score, that's

# DiBaDu



# Better hands-free.



Cause in 18% of all fatal distracted-driving crashes cell phones are involved.

## Brief

Introducing the Voice Control function featured in the new Touch Phone Kit in the spirit of Volkswagen. The cars for everyone. Specially designed to target new and after-sales customers on Germany's leading car websites.

## Idea

We created banners featuring the new voice control technology. The users connects to their Facebook accounts. They can choose a friend to call – using only their voice.

We want to make the conversation as real as possible. So callers instantly start talking with their friends. But we modified the video screen the people receiving the call see – so it looks like the callers have their hands on the steering wheel and are driving while calling.

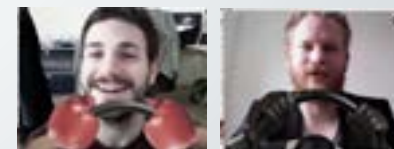
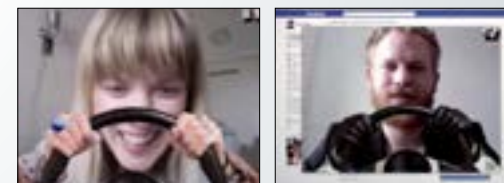
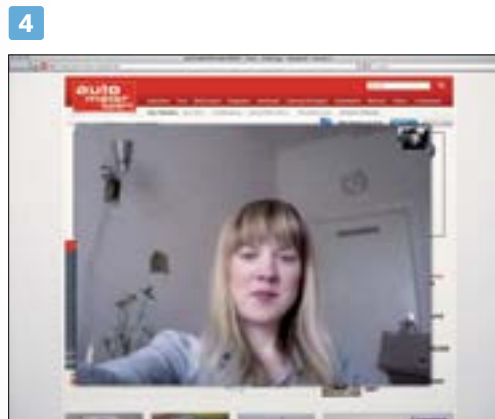
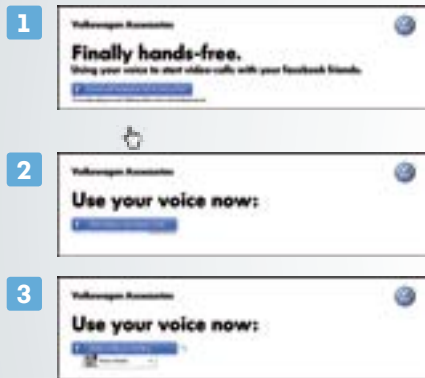
And the people initiating the call have absolutely no idea how they appear on screen.

The best part:

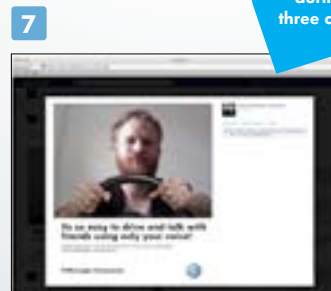
When the call ends, the users who initiated the call receive a message on the banner forwarding them to the e-shop.

And a screenshot of the call is posted to their Facebook wall – now they can see what really happened: Its so easy – drive and talk with friends using only your voice! Touch Phone Kit by Volkswagen Genuine Accessories.

Adapted versions. The original banner was in german.



Adapted version. The original banner was in german.



Adapted version. Post on the callers facebook wall.

6,54% more Touch Phone Kit sold on the E-Shop!

2.681 video-calls during three days





# BURN THE MILES

Rewarding members for burning flown miles as calories.

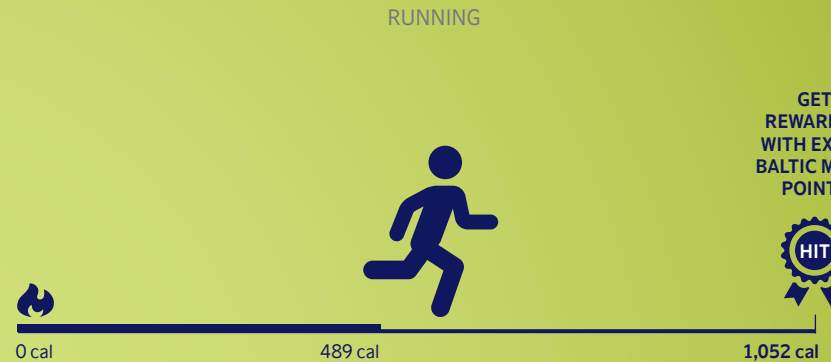
BalticMiles 

\*EXAMPLE CALCULATION (REGA TO BERLIN TO REGA / ONE WAY 526 MILES)



You flew **1,052 miles**

HEALTH BALANCE



Burn **1,052 calories** within 24 hours

## BRIEF

Movement researchers from the University of Sports in Vienna have found out that postural deformity is skyrocketing, because humans are becoming increasingly lazy, especially after long journeys.

BalticMiles want to motivate their members to overcome one's weaker self by launching a promotional campaign during spring 2013.

## IDEA

BalticMiles developed a service to find the perfect balance between sitting and moving after a long trip.

Members have 24 hours after landing to burn as many calories as miles flown. If members accomplish the challenge, BalticMiles rewards them with **100 extra points** for each hit.

And they can share their success on Facebook or Twitter.

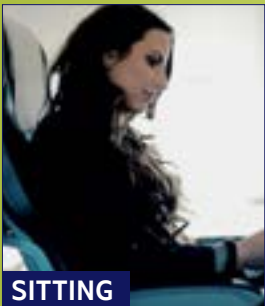
The service platform is based on an app for smartphones linked with the member's BalticMiles account. On top of that the data of several running devices and services can be integrated.

**Over 2,000 participants** took part within in one month and burned more than **6,000,000 calories**. And still growing.

## TECHNOLOGY

We created the first App with a technology that syncs data to a non-sports platform on demand by **connecting to running services** such as Nike+, endomondo, fitbit and more.

We ensure ease of use: the member's flown miles are automatically transferred to the app and compared with the calories to burn. If the calories are burned on time after the members round trip, animations celebrate their hit. And data visualizations show the goals and ranking to others.



SITTING



CHALLENGING



RUNNING



REWARDING



GAMIFICATION

## CONNECTED



## PRESS



## Challenge

Help entrepreneurs and field staff who spend a significant amount of time in the car discover how Volkswagen Accessories can increase productivity, workload and comfort whilst on the road.

Show the target group in a relevant way that mobile communications and other Volkswagen Accessories can make their workdays much more comfortable and individual.

## Concept

Relaxed and comfortable travel is no stranger to the business class traveller who in the 60's would be adorned with attention and service by the beautiful Stewardesses on board these flights. To match this level of service and attention Volkswagen Accessories and there innovative products transfer the airline business class feeling into a Volkswagen automobile and in particular within the new VW Passat. Business class for everyone is the message within this campaign. The 60's stewardess is represents assistance, service and comfort but is transformed into a parody in this campaign. For Volkswagen drivers the message being that individual working with Volkswagen Accessories truly does create a business class for everyone.



The basis of this campaign include a printed in-flight magazine with stories about travelling with the car but also tips and information on In-car communications, Europe's top motorway service areas, looking perfect while getting down to business and not forgetting the Volkswagen Accessories Board shop.



The magazine is also available online, for ipad, iphone and other mobile devices and with direct-link to Volkswagen Accessories e-shop. On top of this several videos, the business class for everyone spot, wallpapers, and the the Facebook "I-Like"-Button included in the boardshop.



**Volkswagen Accessories**





# MAMMUT STORE COLOGNE OPENING

## Challenge:

With a limited budget generate a high awareness of the new Cologne Mammut store whilst using the alpine knowledge and competence available from the newly launched Mammut Alpine school to communicate precisely to the desired target group.

## Concept:

What is the one and only essence of a high performance outdoor brand like Mammut? - The mountains, climbing, the highest mountain ever??

The campaign starts with city lights and radio challenge requesting the Mammut target group to participate in a climb of the highest building in Cologne - the 165 meter high Cologne tower close to the new Mammut store. Many aspiring participants entered, but only two could be selected. The climbing challenge would begin between the two semi-finalists who had to successfully complete three tasks successfully as sleeping in a porter ledge on the Mammut store wall (outside). Based on the points gains from the tasks a winner would be chosen to climb the Cologne tower.

There can only be one winner and there was. A girl named Heidi had won the challenge and accepted the challenge of climbing up the cologne tower under supervision of an expert top Mammut mountain guide from Mammut's own alpine school. 165meters up Heidi and her guide planted the Mammut flag on top of the highest point in Cologne. The entire campaign and promotion was broadcast live radio and streamed to via official Mammut blog and Facebook site.



**Reach & Results:**  
TV stations, newspapers, blogs, tweets, Facebook users, covered the campaign and live promotion. With this response the media budget was quadrupled due to hundreds of extra sight-seers and store visits. The Cologne Mammut store opening was a successful campaign for the outdoor brand Mammut.





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