

Campaigns+

It's 2011. Advertising budgets are shrinking fast while, due to the explosion of the media landscape, it's getting harder to reach people. Let alone to get them to actually buy your product.

On the bright side, these fast changing times provide opportunities for campaigns that generate more commercial success for less money. We like to call them Campaigns+. The + being a powerful extra effect that can be achieved in different ways. From a creative execution that gets people talking to disruptive media choices or parts of the campaign that go further than traditional advertising.

Campaigns+ are getting more relevant every day. So it's nice to know that we have more than 10 years experience developing this special kind of advertising.

How we work

We believe in an unlimited concepting process in which no possibility is excluded. Simply because the ultimate solution can lie in anything. If we limit ourselves we're sure to miss opportunities, when our clients hire us to do, well, exactly the opposite.

Unlike many ad agencies, New Message is a straightforward company. Which, apart from the fact that we loathe bureaucracy, is nothing more than logical if you ask us. An ad agency doesn't need to be a complicated organisation. A basic team of talented and experienced people surrounded by a network of all types of free lancers is enough.

We strive to deliver ground breaking work. And we know what it takes to make that happen. In other words, we're not only thinkers, we're used to getting things done as well. So it's no surprise that we have a strong account and production department that produces just about anything from TV commercials to websites, social media campaigns, print ads, pr stunts or events.

Founded

January 1st, 2000

Mission

New Message aims to develop creative campaigns that generate more commercial success than can be expected from a traditional campaign.

Vision

The best communication solution can only be found through a truly unlimited concepting process.

Awards

We've been humbled by numerous awards for creativity and effectiveness like 3 Effie's (2 gold, 1 silver), 4 ADCN Lamps (1 gold, three silver), 3 Cannes Lions (1 gold, 1 silver, 1 bronze), 1 Eurobest Grand Prix, 3 Esprix, 3 San Accents and countless nominations for these and other awards.

Crew

12 (8 fte strategy/creative, 4 fte account/production)

Management

Jan Has (1961), General Manager

Apart from managing the agency, Jan is our brand strategy and media expert. For the past 20 years he worked in different management positions at (inter)national agencies like Ogilvy & Mather and TBWA. He is also one of the founding fathers of succesful Dutch agency SWH. He worked on clients like Ford, Unilever, Shell, Bavaria, Bolletje, WE International, Friesche Vlag, the Dutch Dairy Association, Monsterboard, Postbank and Nuts Insurance. Also, Jan has been responsible for marketing at NS (Dutch railroad) and ING Bank International.

Hugo Rütter (1973), Creative Director

After studying Law at Leiden University followed by marketing studies at UC Berkeley, Hugo founded New Message eleven years ago. His experience is broad, from mass media campaigns to guerrilla marketing stunts for clients like Heineken, Bols, Philips, Hartevelt, Struik, Kraft, Duyvis, DIRK, Suitsupply, Avro, Stibbe, ABN/AMRO en Binck Bank.

Lennart Wienecke (1970), Creative Director

Before seeing the light at New Message, Lennart worked at several big agencies like JWT, DDB Amsterdam and Y&R for clients like BMW, Mini, Shell, Heineken, Volkswagen, Audi, McDonalds, Friesche Vlag, Lotto, Krasloterij, Centraal beheer, Dubbelfriss, Transavia, Super de Boer and Liga.

| Clients | |
|--------------------|--|
| Retail | Vliegwinkel.nl, Budgetair.nl, AnyMobile, Suitsupply, D.I.O. Drogist, Pets Place |
| Fast moving | Struik Foods, Appelsientje |
| Publishing | Elsevier, Avro |
| Durables | Johnny Loco, Philips Europe |
| Services | Amsterdam Real Estate Brokers Association, Stibbe, DeLaMar Theatre, TNS Nipo, Stadgenoot |
| Finance | Binck Bank, Wijs & van Oostveen |

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A selection of our work from past and present: 1. MVA 2. AVRO 3. BudgetAir 4. Binck 5. Philips 6. Johnny Loco 7. Vliegwinkel.nl 8. Shield Security 9. Elsevier 10. TNS Nipo 11. Suitsupply 12. Brand



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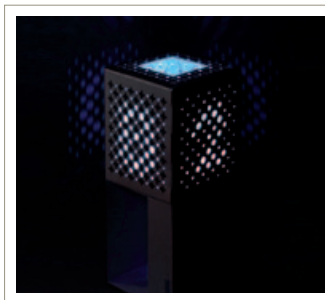
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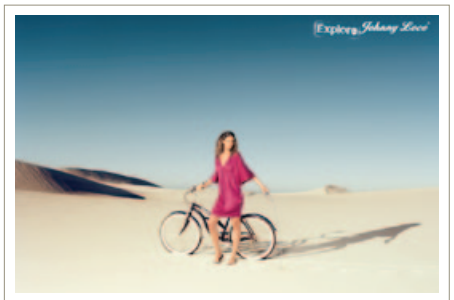
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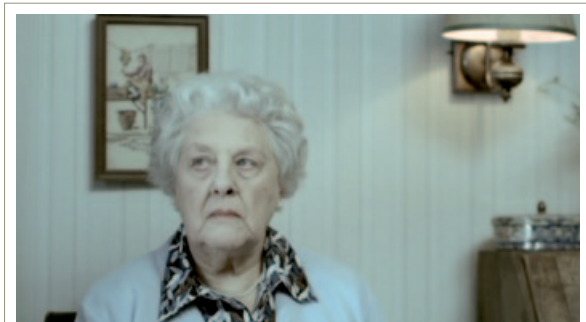
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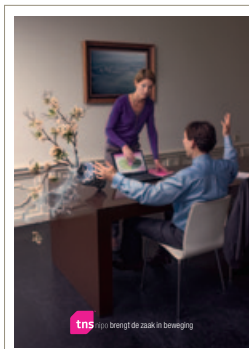
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