

German

*not from Germany

Hi!

My name is

German

*not from Germany

I am a Venezuelan Creative (Art) Director, based in Dubai. I have several years of experience working in Advertising, Design, Innovation and creative fields; as a team player and consultant for different studios, ad agencies and corporations; at some point along the way, I also played my part as a university professor in the field of design.

I am a believer in fun and doing what I like the most. I always have a lot of fun doing my work, which is why I deliver outstanding results each time regardless of the kind of project or size of the client.

Along the ride I have been able to hone my skills and become a visual storyteller, creating imaginative and inspirational artworks, and working closely with several clients and brands from different countries and multicultural backgrounds.

Campaigns

Cool briefs mean cool projects. Some of these here



Project: First Home Campaign - Affordably Good

Format: Film, digital campaign activation

Film: <https://vimeo.com/729874353>

Featured:

GULF NEWS



Khaleej Times

Arabia



Little Black Book
Create. Promote. ROAR

Ads of the World

The 'Affordably Good' campaign was crafted to position Homes r Us' newly launched affordable collection for young couples shopping for furniture for their first homes.

With the catchy and simply named 'Affordably Good' collection, the film presents the perfect solution to their problem. Why do you have to choose when you can easily afford everything that each of you loves? The relatable film brings alive this idea in a humorous way that will surely bring a smile to anyone who has gone through the endearing challenge of putting together their own first home.

This professional campaign titled 'Affordably Good' was published in Oman, Qatar, and United Arab Emirates.

homesrus



The challenge: Create a new product brand identity, and its launch campaign destined to create awareness among customers, about the benefits of the programme offers and instant rewards via the mobile app; enticing potential customers to download and install the application.

Solution: Development of the 'Yes' rewards programme brand identity, creative campaign conceptualization and cross-channel offline and online paid media launch. The unique rewards programme enables customers to earn points and rewards when paying for fuel, automotive services or for purchasing convenience store products and groceries; as well as F&B across ENOC's service station network.

500,000+
customers rewarded since its launch in 2020

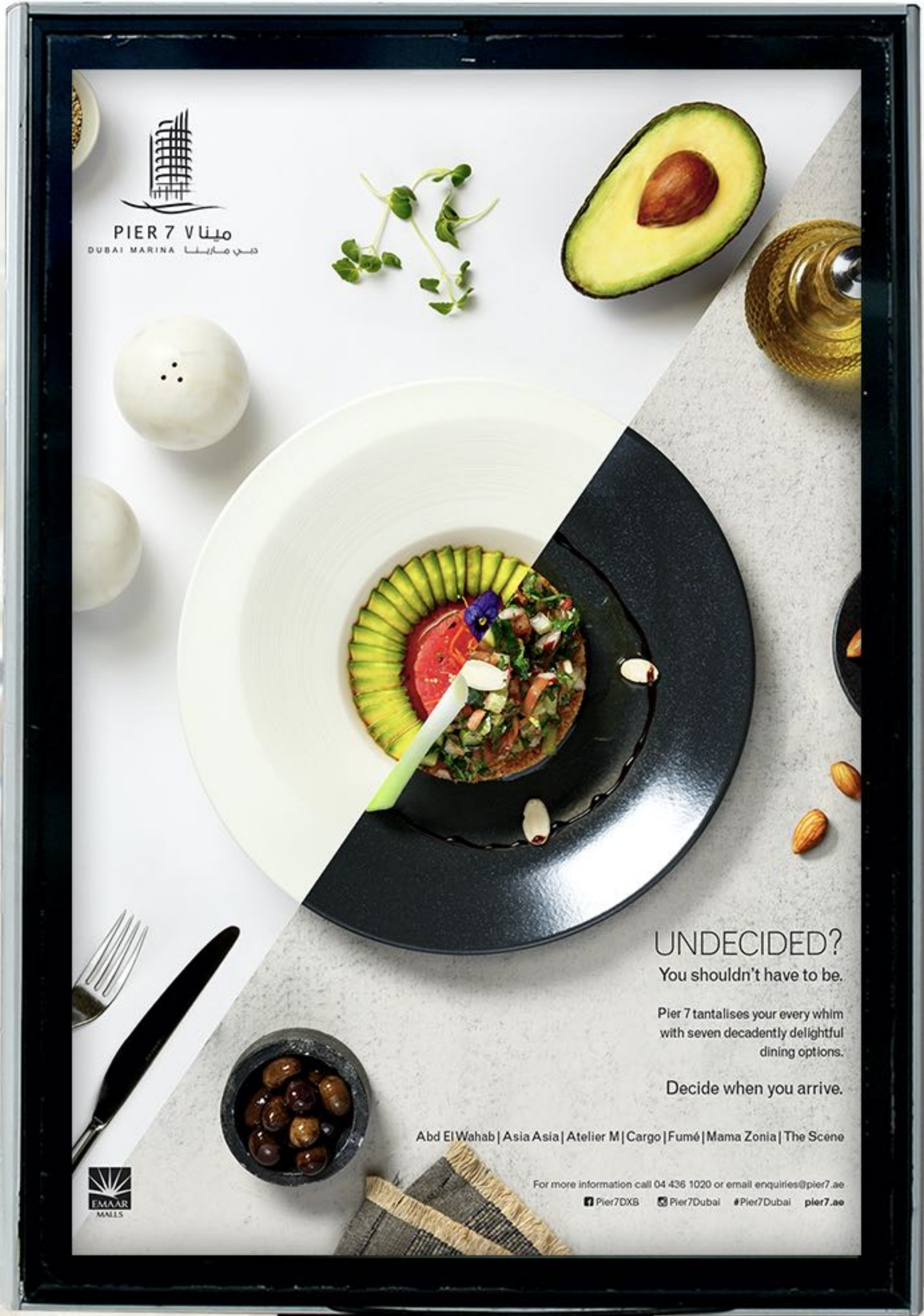
Over 1.2 billion points issued
300 million points redeemed
across fuel, Zoom, AutoPro and Tasjeel.

Project: Undecided Campaign

Client: EMAAR Malls Group / Pier 7

The challenge: Develop a new campaign for Pier 7, an iconic and unique fine dining destination located in the heart of Dubai Marina. A signature building with seven different restaurants on each of its floors, celebrating-as the city of Dubai itself- the diversity, in this case through the art of fine dining.

The solution: A campaign inspired by the indecisiveness of human nature. The concept brings up the idea that it does not matter if the persons are in the mood for a specific kind of food or another, there are 7 Fabulous Dining Options to choose from, and you have all of them in the same place, Pier 7. Campaign developed to run throughout different platforms including traditional advertising, Radio spots and social media touch points.





Project: CIVEA Awareness Campaign

Client: CIVEA (Chamber of the Venezuelan Industry of Alcoholic Species)

The challenge: Create an awareness campaign to reduce/stop excessive alcohol consumption among different targets, mainly focused on young consumers.

The solution: A highly visually relatable campaign that resonated with a young audience, highlighting the consequences that elevated alcohol consumption could produce in pregnancy, driving, behaviour and ultimately the loss of life.

The campaign involved brand identity development, creative concepts conceptualization, photography production and orchestration of a cross-channel offline and online launch; the campaign was also used as a bottom-line tagline for other liquor ads, and direct warning stickers on products, reaching further exposure.

Copy: All the excesses hurt ...Alcohol is one of them!
Against excess. Stop and Think



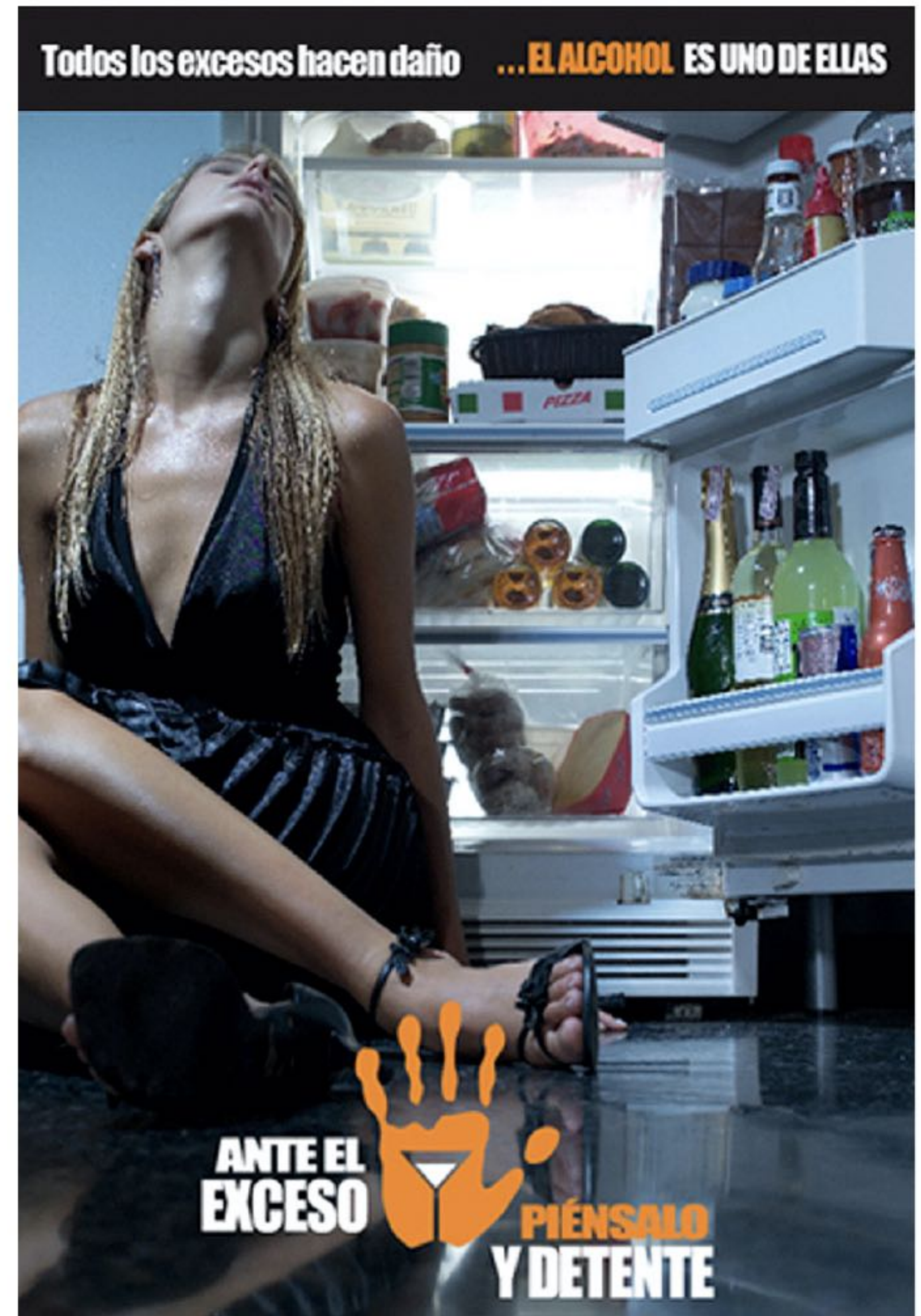
Copy: Many things could put in risk your future ...Alcohol is one of them!
If you are under 18. Stop and Think



Copy: Many factors can uncontrol your driving ...Alcohol is one of them!
If you are going to drive. Stop and Think



Copy: Many factors could affect your pregnancy ...Alcohol is one of them!
If you are pregnant. Stop and Think



Project: Print Ad

Client: Cativen - Groupe Casino

The challenge: As leaders in FMCG and the retail sector in Venezuela, Cativen / Groupe Casino commissioned us to create a print advert to represent their country-wide market dominance and audience preference for their supermarket formats, over competitors.

The Solution: A carefully crafted visual key art which represents in a single composited image the company's USPs. Its leadership on the market, delivered by the central tagline "Conductores del Consumo" (Translation: Shopping Drivers); the shopping carts moving in multiple directions, reaching the different corners of the country, supported with the Venezuelan flag colours, which were added through a curation of the most popular products, on each one of the colours of the flag (Yellow - Blue - Red), filling the carts as a reminiscence of the company main business.

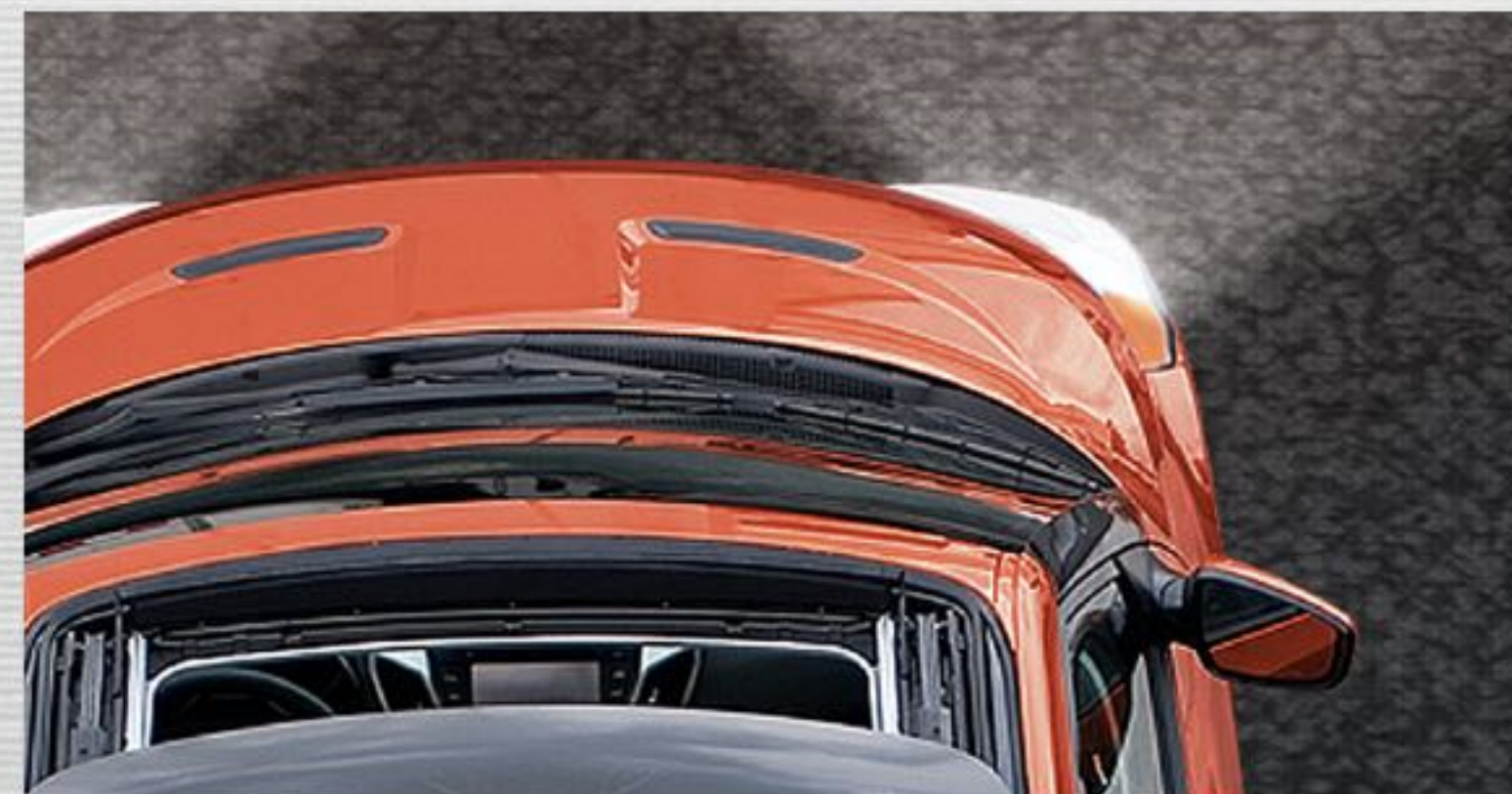
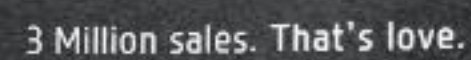
Shortlisted in El Nacional Premia el Arte con el Arte Awards.

A large aerial view of a multi-lane highway. Three shopping carts are driving on the highway, each in a different lane. The cart in the left lane is filled with blue products, the middle cart with red products, and the right cart with yellow products. The highway has a concrete barrier with the text "CONDUCTORES DEL CONSUMO" written on it. The background shows trees and a clear sky.

Así nos vemos en Cativen-Groupe Casino, manejando negociaciones y técnicas de comercialización de vanguardia que nos han permitido incentivar el consumo masivo con una surtida oferta reflejada en nuestros tres formatos: Supermercados Cada, Hipermercados EXITO y Supermercados Q'Precios.

La satisfacción de nuestros clientes al encontrar en nuestras tiendas: comodidad, servicio, calidad, frescura y buenos precios, nos hacen asumir el reto para seguir llevando buenas oportunidades de consumo por toda Venezuela

Cada **HIPERMERCADO EXITO** **Supermercados Q'Precios** **CATIVEN** **GROUP Casino**



Visual created to celebrate the milestone of
3 million car sales in the middle east.



Project: Print Campaign

Client: Freestyle Watches

The Challenge: Relaunch the watch collections currently on the market, reinforcing the brand while introducing it to a new audience.

The Solution: A visually explosive and attractive campaign. Focused on a young and active target. With a regular rotation on magazines, newspapers, outdoor advertising and online media as platforms to reach different audiences and have the desired brand presence on the market.



Project: Black & White Campaign

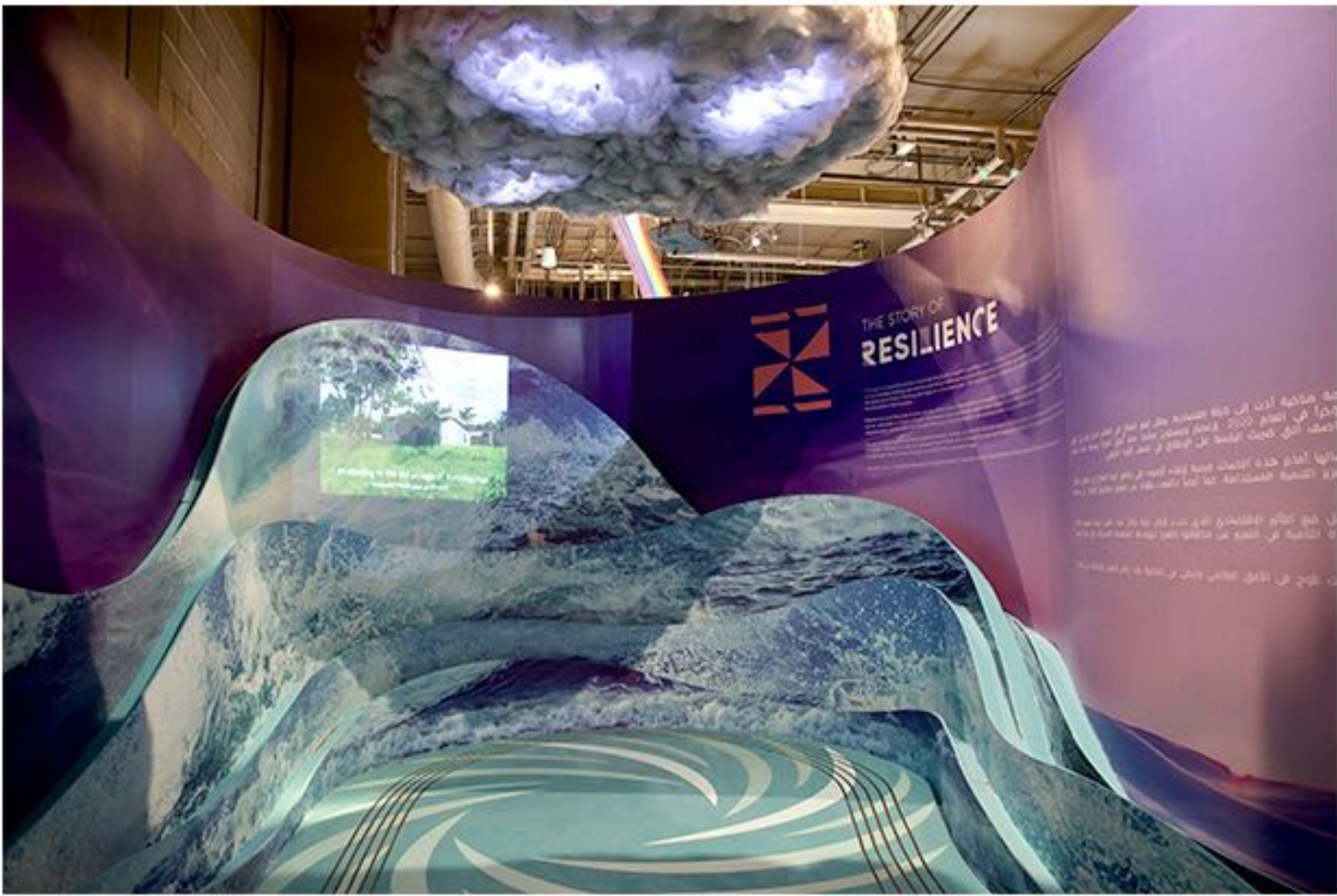
Client: Freestyle Watches

The Challenge: Promoting a new collection and introducing it into a new market and its customers.

The Solution: A campaign focused on young people and people with youthful spirits. With daily basis rotation on different print media such as magazines and newspapers.

Experiential

Memorable, innovative and emotional connections



Project: Expo 2020 Pavillions
Experiential Design

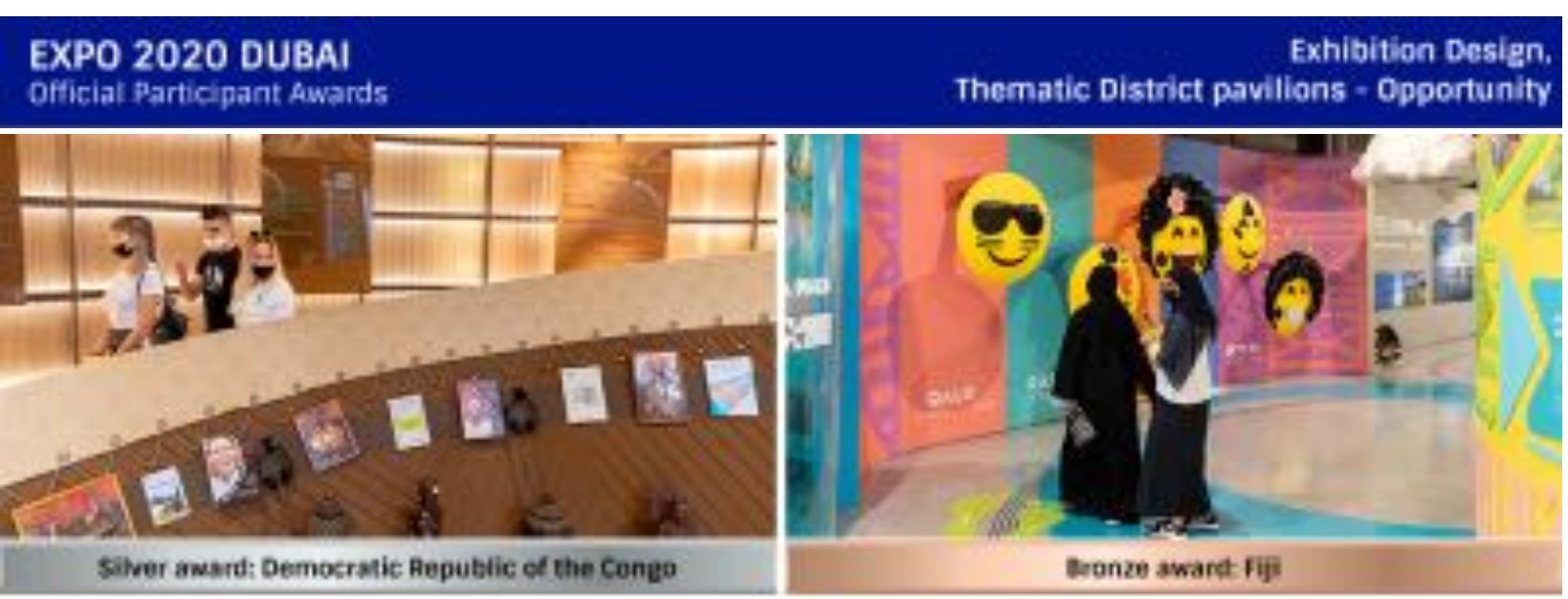
Format: Experiential development,
interactive content



The world expo event aimed to create multiple experiences for all visitors and present the different countries with an engaging approach. From static/print environments to interactive multimedia experiences, the scope of the projects was to create an immersive experience for all pavilion visitors. **Pavilions:** DRC, Fiji, Ghana, Mali, Mozambique, South Sudan.

Case study: <https://vimeo.com/656501672>

Awards: Silver Medal - DRC Pavilion, Bronze Medal - Fiji Pavilion
Category Exhibition Design Thematic District Pavilions





Project: HBO Max LATAM Launch
Client: Warner Media - HBO Max

Format: Pre-launch web experience, Live stream virtual event, Brand activation, and Content development

Case study: <https://vimeo.com/656502008>

As the first expansion for HBO Max out of the United States of America, the event required the creation of an integrated launch event for 39 Territories in Latin America and the Caribbean, alongside the brand activation in four different cities as well as multiple content developments to maximise customer engagement.

+1.5 Million Online engagement during the launch week
100,000 Live stream views in less than an hour
+65 Million Subscribers till date



Project: HBO Max Europe Launch

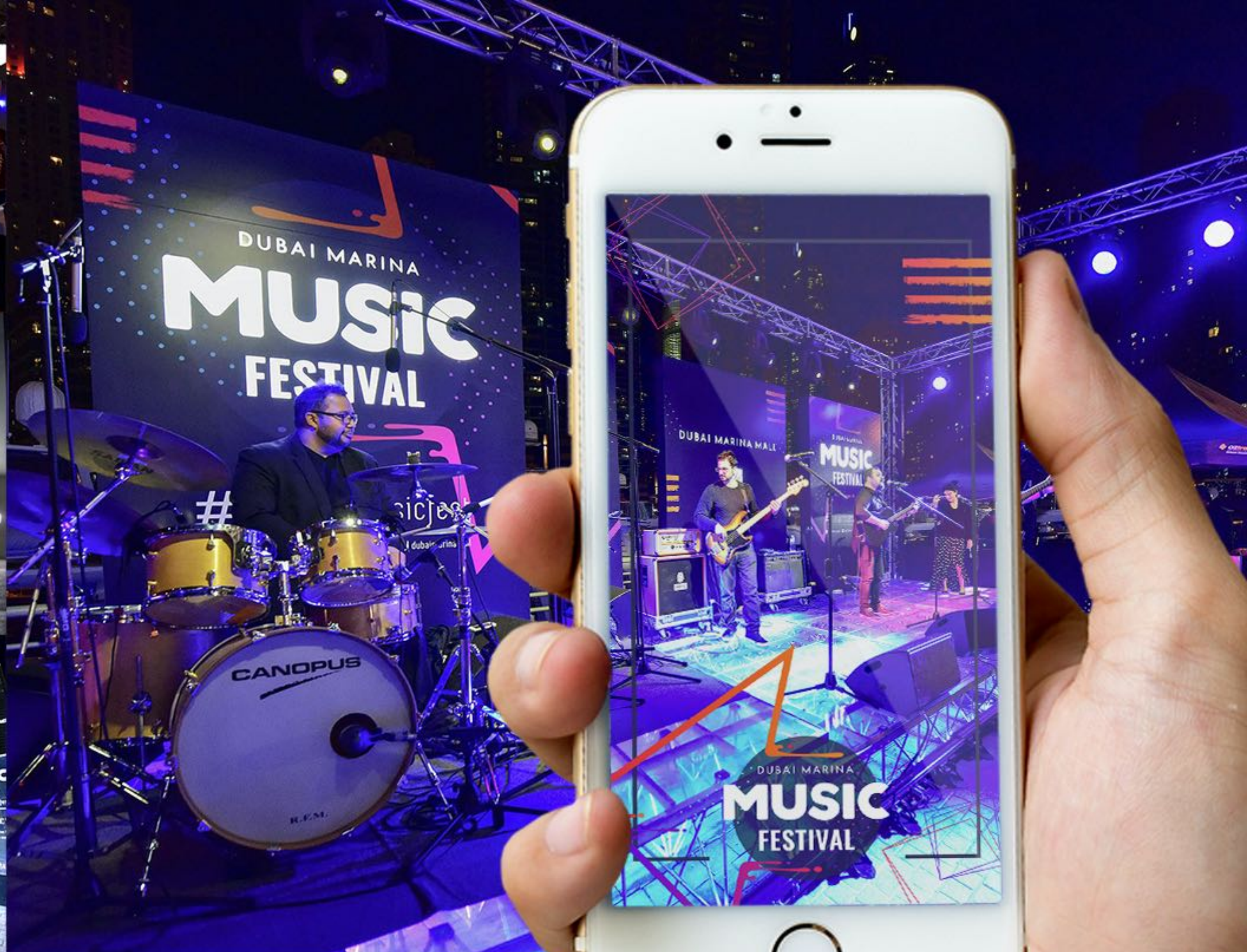
Client: Warner Media - HBO Max

Format: Interactive Brand activation, interactive mobile games, AR activation, and Content development

Case study: <https://vimeo.com/656501882>
<https://vimeo.com/656502347>

Following the acceptance and success of the LATAM launch, a similar brand activation display with a more interactive customer-centred approach was created to generate an elevated experience, as well as a bigger brand positioning from the launch moment. The initial roll-out for HBO Max in Europe was carried over different key cities from the Nordic countries and Spain.





Project: Dubai Marina Music Festival

Client: EMAAR Malls Group

Format: Experiential development, interactive content

Festival aimed to showcase local and regional talent in one of Dubai's iconic areas. With picturesque locations, stages and activations, at the Dubai Marina Mall, Marina Walk and Marina Promenade area.

45,000

Overall estimated footfall over 10 days

10,875

Overall participation in solo music artists or stage shows



Project: Dubai Marina Street Festival

Client: EMAAR Malls Group

Format: Entertainment, Street Circus

www.dmstreetfest.com

[DubaiMarinaMall](#)
[@DXBMarinaMall](#)

[#DubaiMarinaMall](#)
[#DMStreetFest](#)

DUBAI MARINA MALL





Project: Nissan Maxima UAE Launch

Client: Nissan / AW Rostamani Group

Format: Experiential development

Public launch event held in the famous commercial zone of JBR, to announce the arrival of the brand new Nissan Maxima to UAE and the region.

The event was created to generate expectations from passersby towards a new announcement to be revealed. Drove by a countdown running down from days earlier to create the hype and mouth-to-mouth communications, the big reveal was done in an entertainment show setting, with VIP and general guests, as well as customers from the mall who were attracted to the activation. The setting remained for additional days to let everyone get closer to the new car model and know better about its features.





Project: Yes Mall Reading Fair

Format: Experiential development

Mall activation carried over four days welcoming students of all age groups from across all Emirates, as well as their families to jointly participate in reading and poetry activities and enjoy exciting promotions offered by key retailers in the mall.





新年快乐
Happy Chinese
New Year

YAS MALL



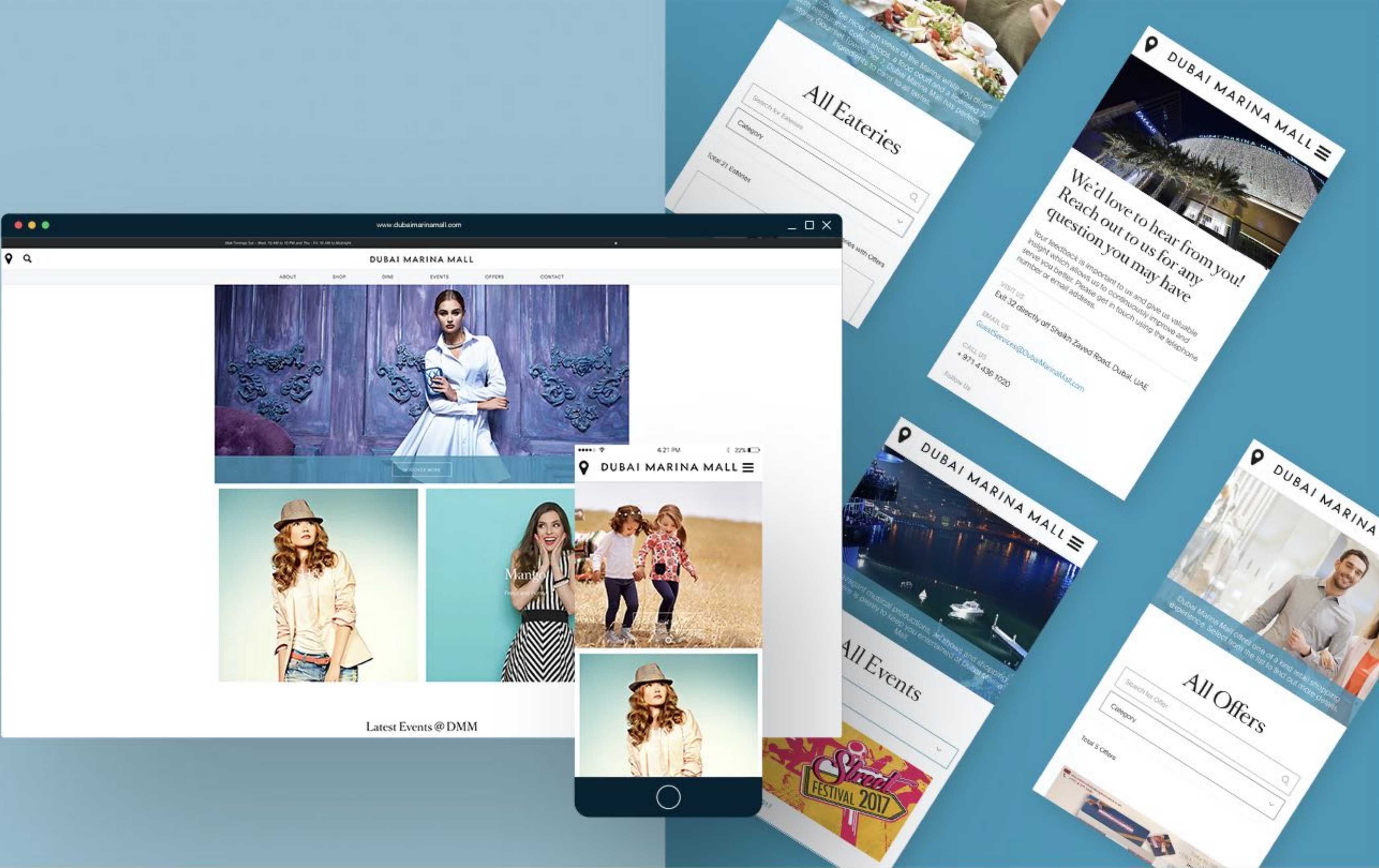
Project: Yes Mall Chinese New Year Celebration

Format: Experiential development

Creative concept development and Art direction of the Chinese New Year event in Yas Mall, Abu Dhabi. The event's success granted the agency the retainer account for the year-round events calendar.

Digital

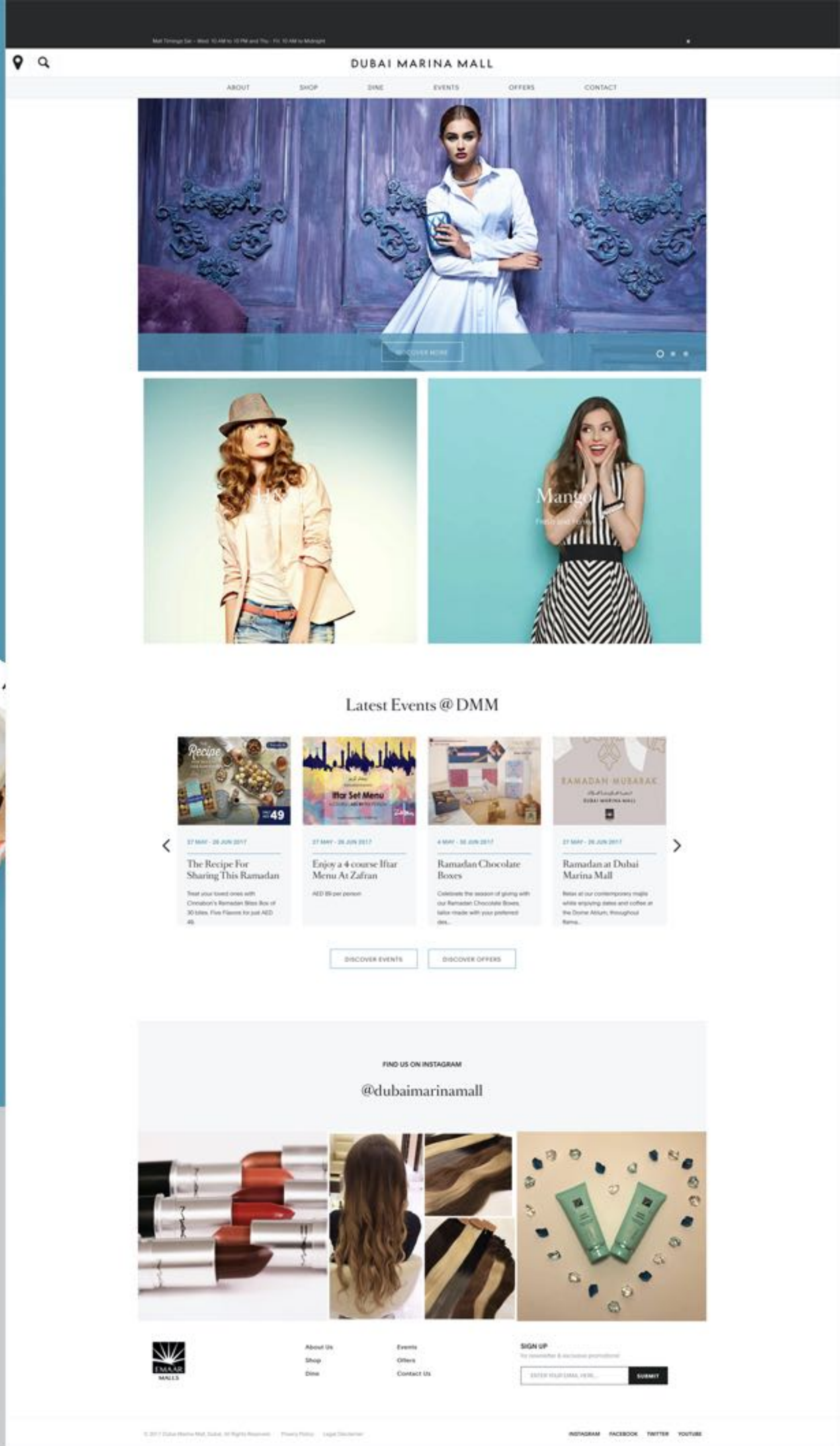
Web and online stuff

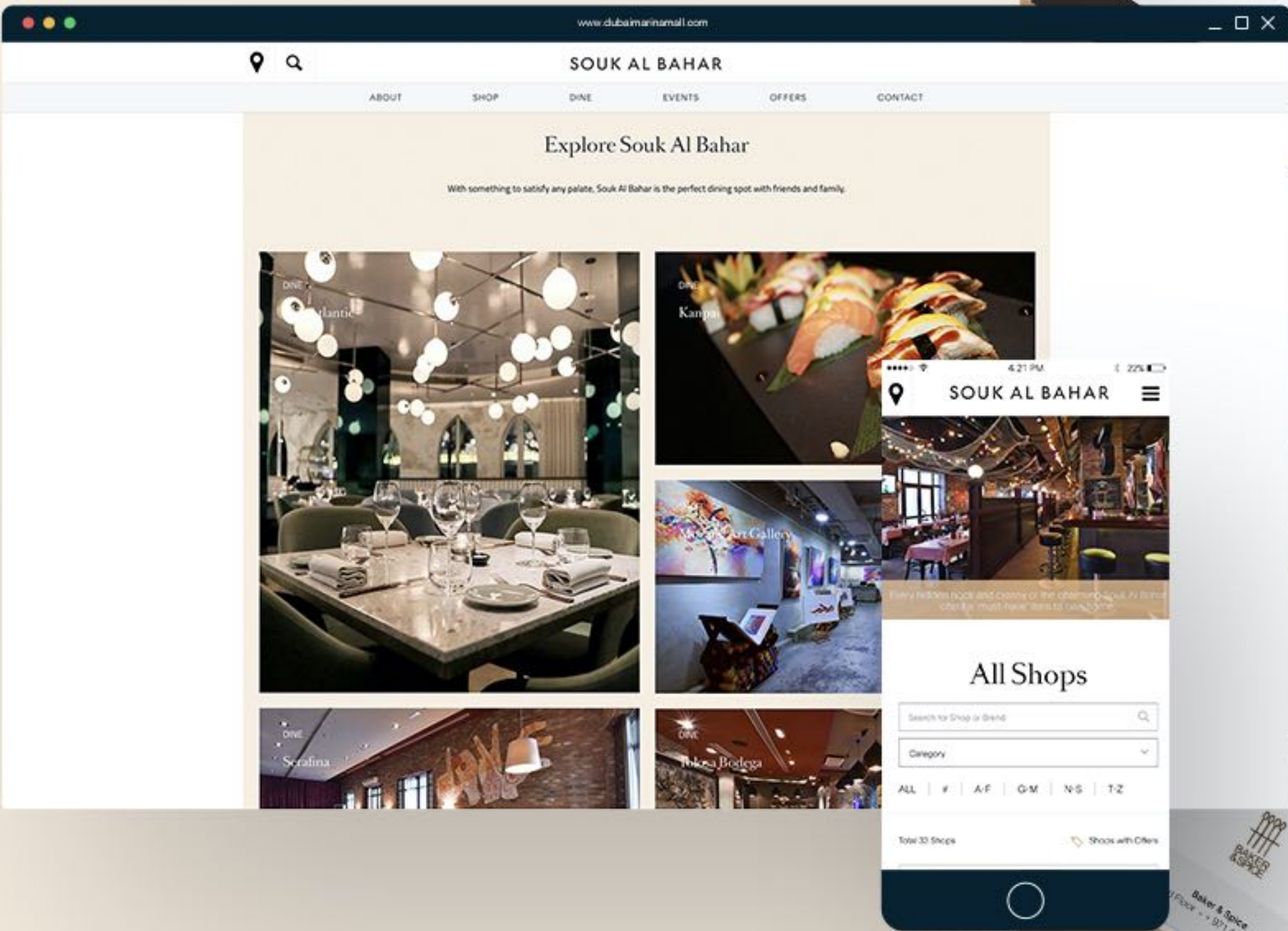


Project: Dubai Marina Mall Website

Client: EMAAR Malls Group

Format: Website development

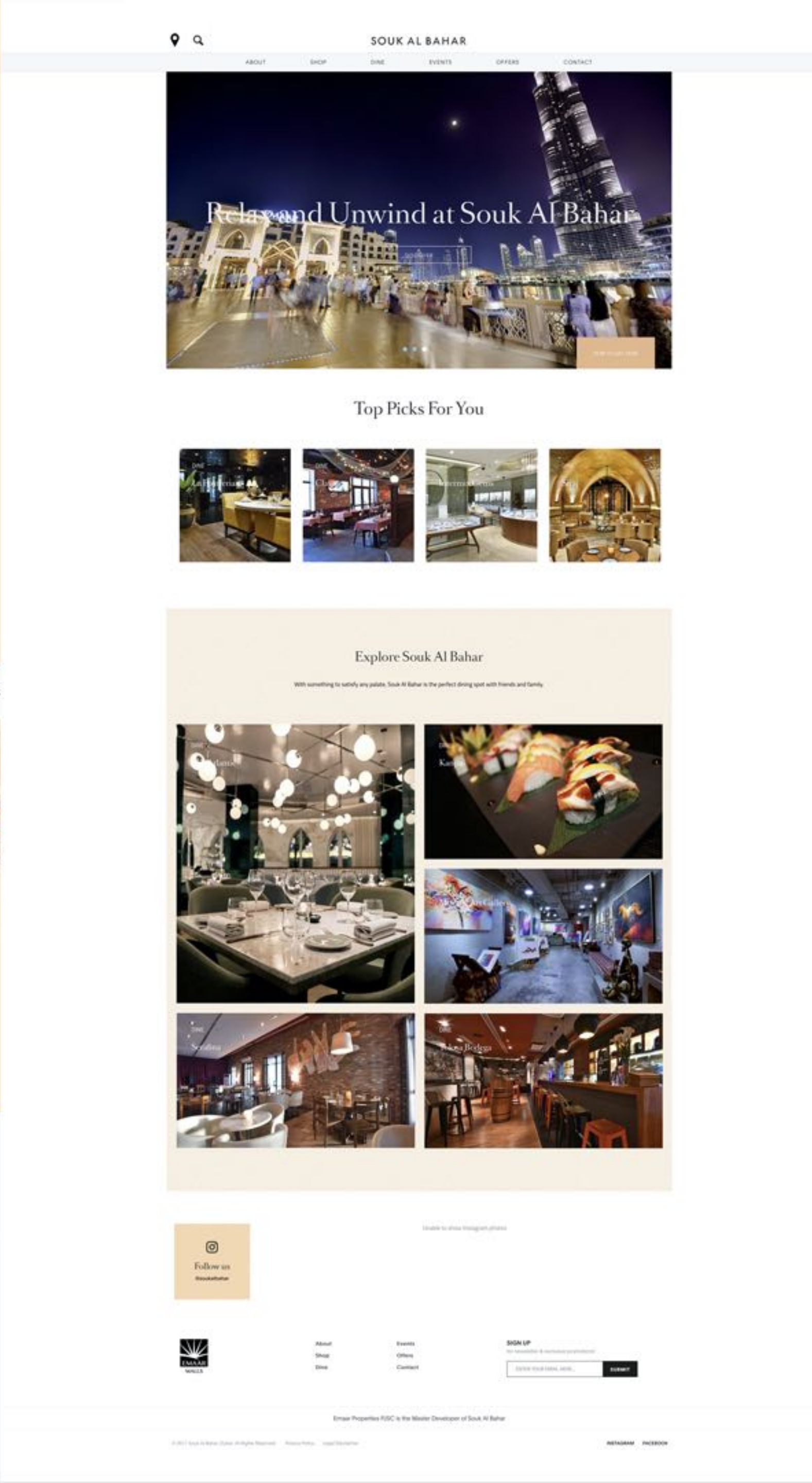


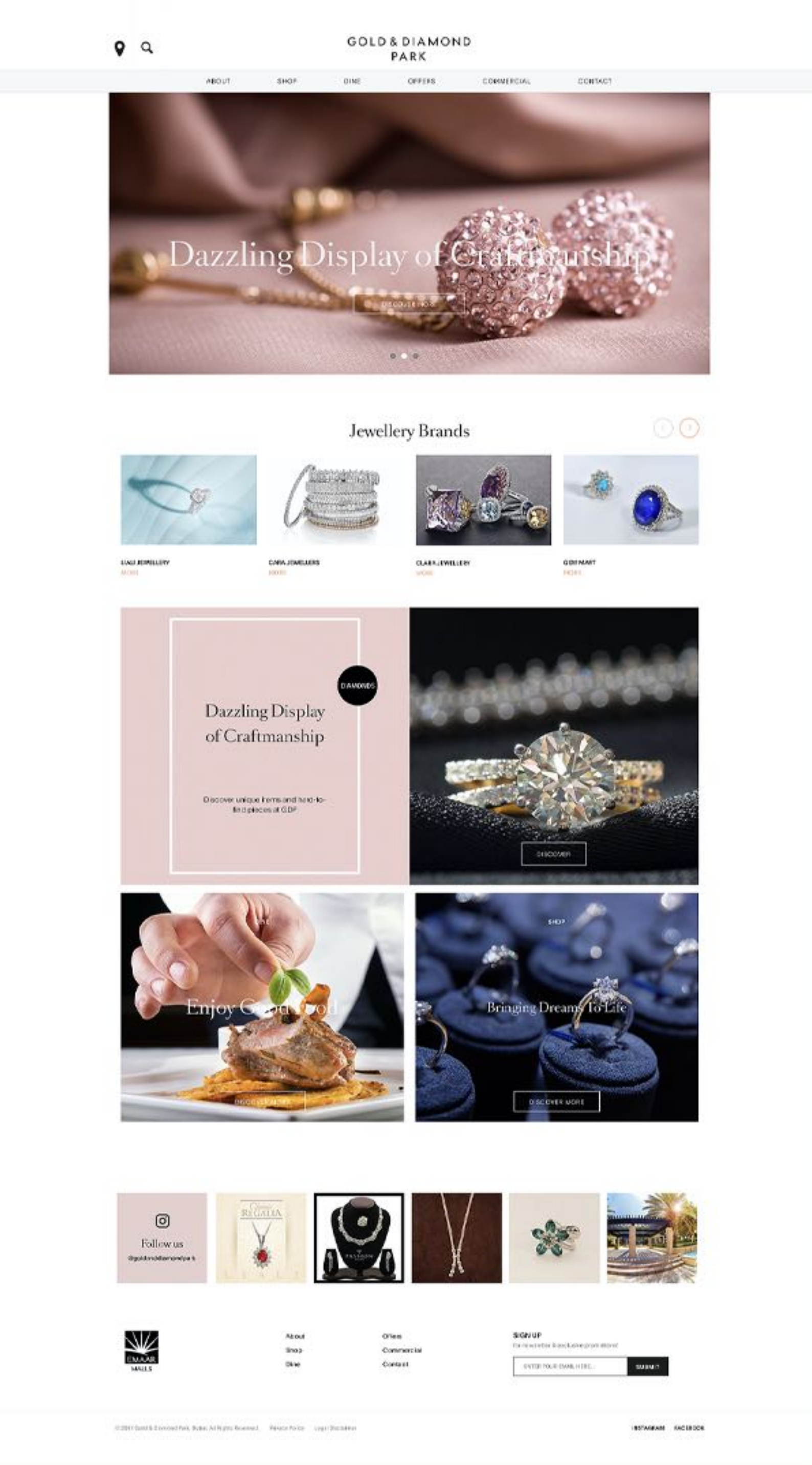
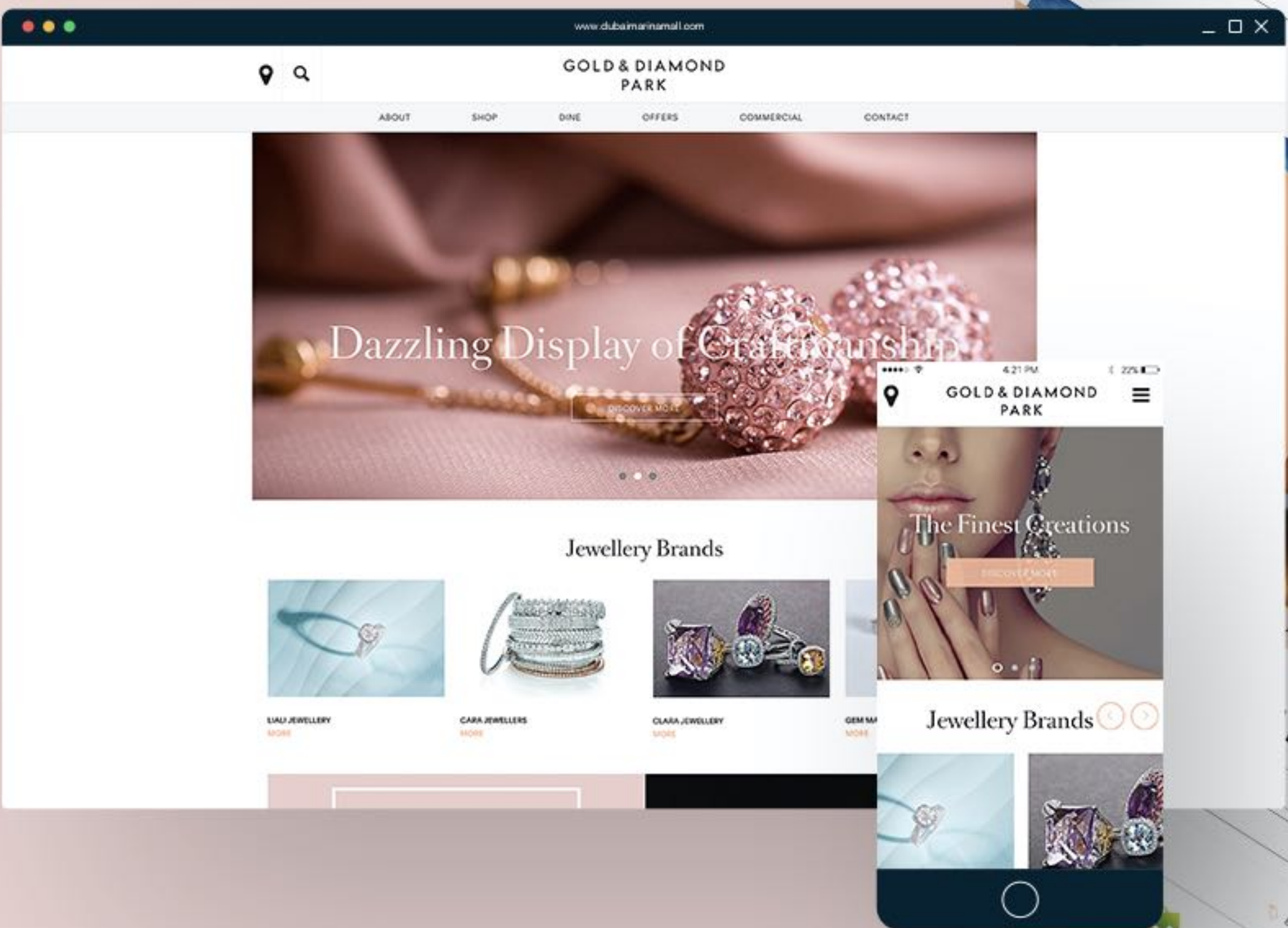


Project: Souk Al Bahara Website

Client: EMAAR Malls Group

Format: Website development





Project: Gold & Diamond Park Website

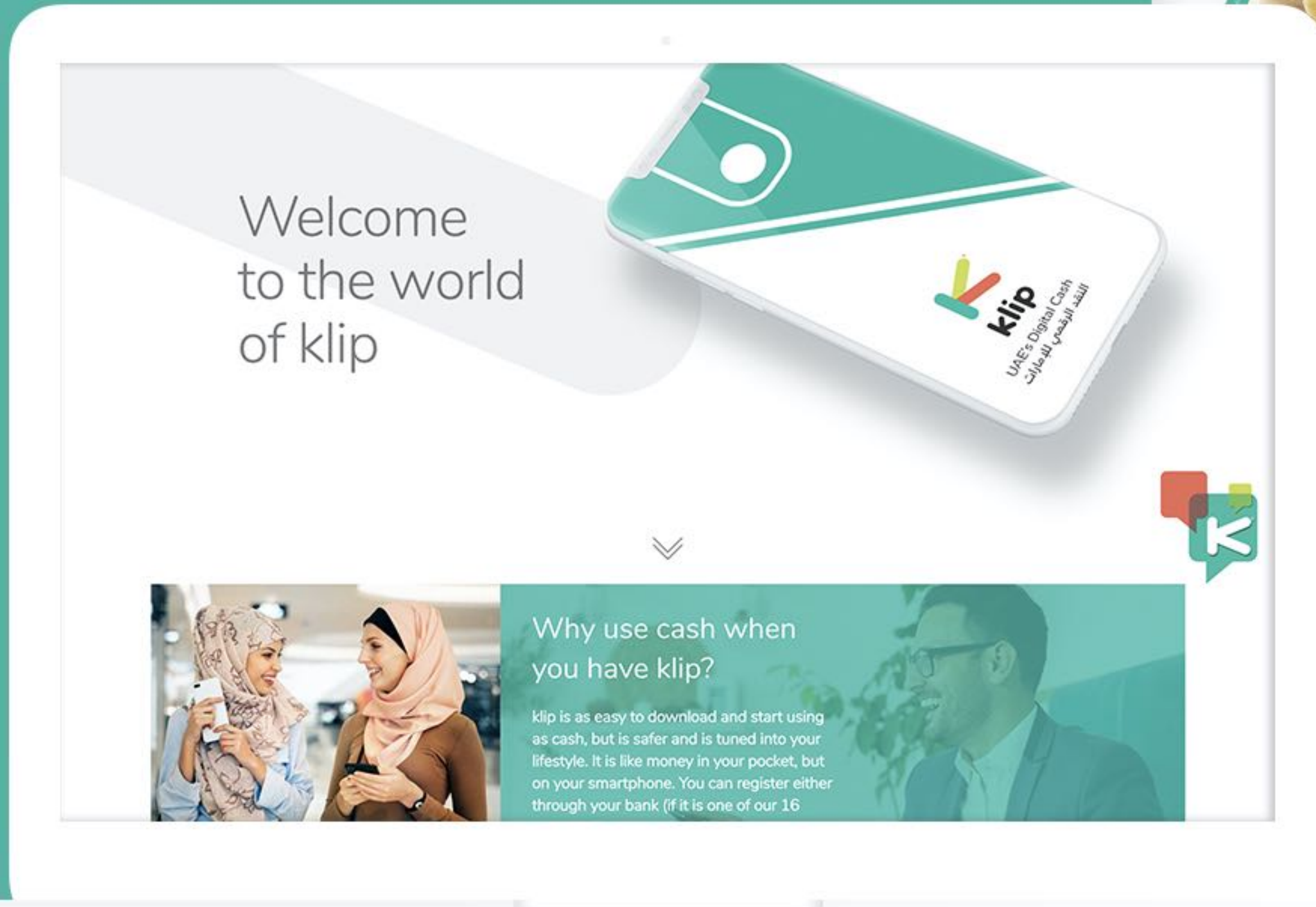
Client: EMAAR Malls Group

Format: Website development

Project: Klip.ae Website

Client: KLIP UAE Digital Wallet

Format: Website development



Project: VIA

Client: Bigott / British American Tobacco

Format: Digital Magazine





Project: Sales Portal

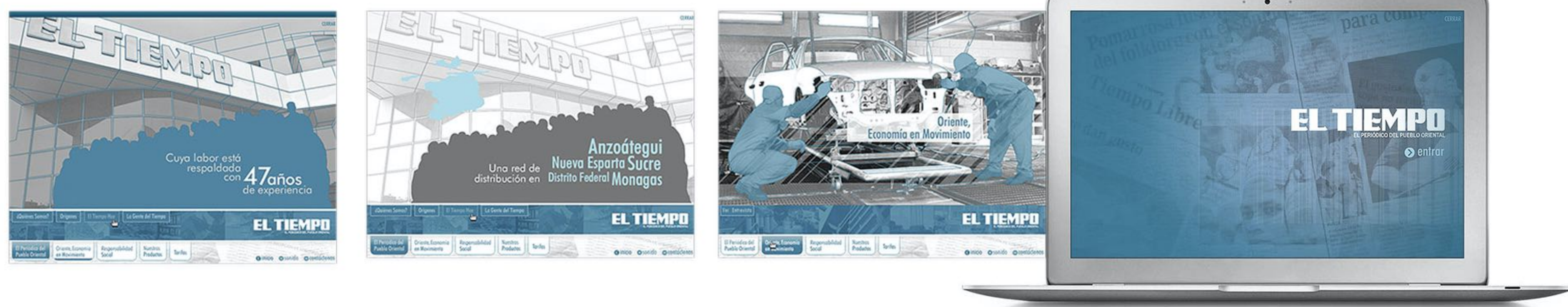
Client: El Carabobeño News

Format: Digital Platform

Project: Sales Portal

Client: El Tiempo News

Format: Digital Platform



Kev ārt

Oh craft! Beautiful craft

DUBAI MARINA MALL

BEAT THE HEAT

Better
Wetter

WATER FUN FOR THE FAMILY

FOR MORE INFORMATION CALL 04 436 1020 OR VISIT www.dubaimarinamall.com

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Sparkles, Sprinkles
and Surprises

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22 Feb - 10 Mar

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Bubbles
&
Balloons

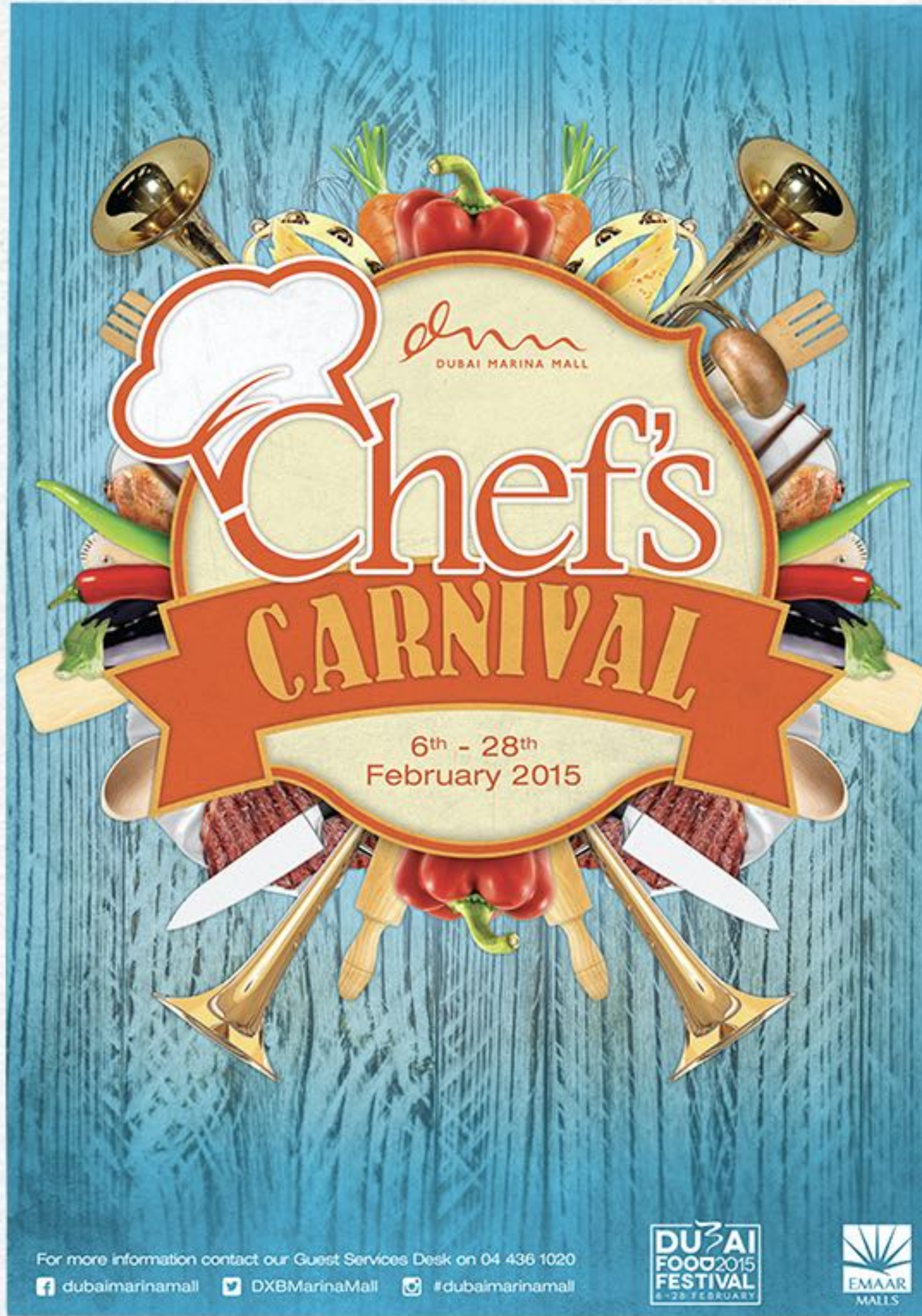
12th - 16th October 2017

For more information call 04 436 1020 or visit www.dubaimarinamall.com

#DubaiMarinaMall @DXBMarinaMall

EMAAR MALLS





Chef's CARNIVAL

6th - 28th February 2015

For more information contact our Guest Services Desk on 04 436 1020
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DUBAI FOOD FESTIVAL
 6-20 FEBRUARY

EMAAR MALLS



DUBAI MARINA

Outdoor Cinema

DATE:
 Every Friday and Saturday, from January to April

Join us at the Promenade, outside Dubai Marina Mall over the weekend to enjoy amazing movies under the stars

Timings: 5:30pm First show / 8pm Second Show

For more information call 04 436 1020 or visit
www.dubaimarinamall.com

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DUBAI MARINA MALL

SPACE
 experience

JOIN US FOR AN EXPERIENCE OUT OF THIS WORLD
 at
DUBAI MARINA MALL

13th September to 13th October 2018

dubaimarinamall DXBMarinaMall @DXBMarinaMall #DubaiMarinaMall

EMAAR MALLS

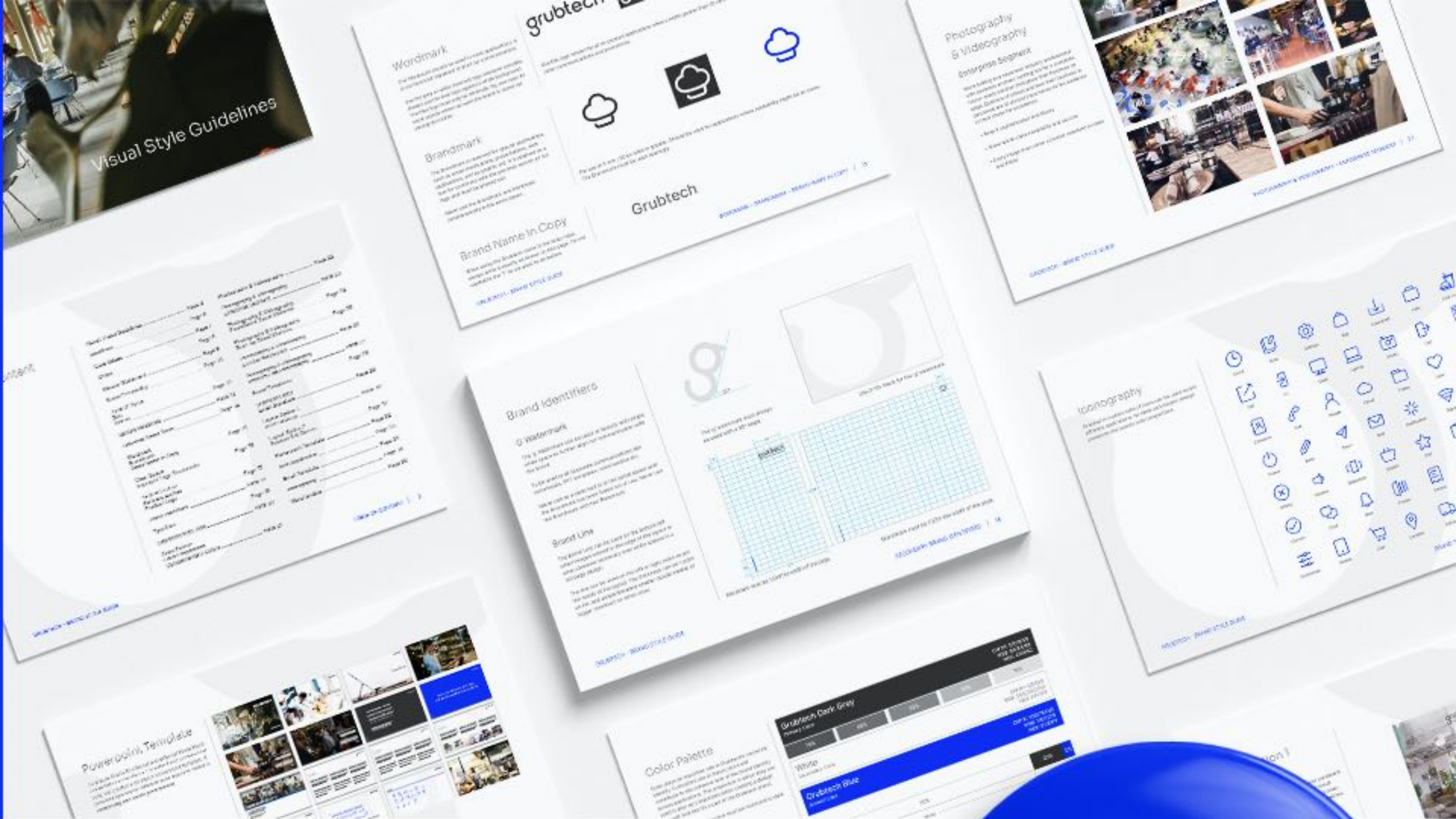
Brānding

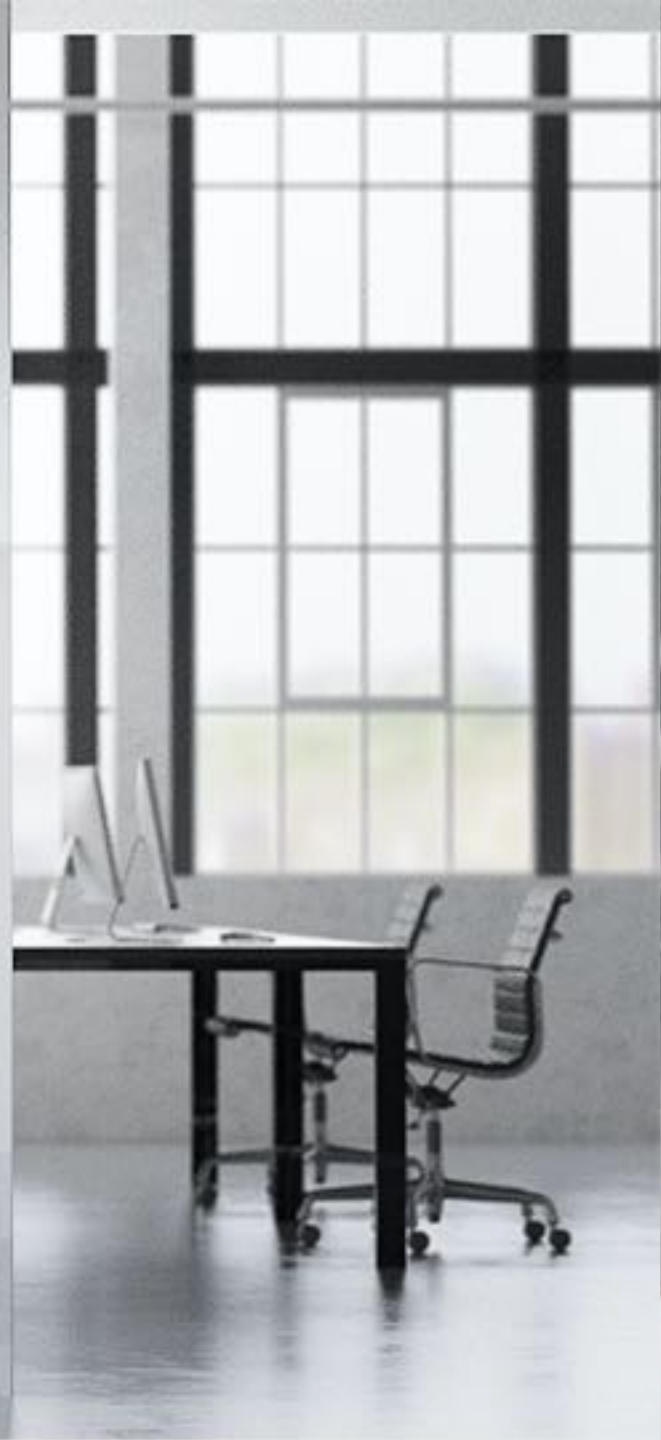
Something more than logos

Client: Grubtech

Project: Rebranding for startup platform to streamline and automate kitchen and restaurants workflows.

grubtech





Suitme

Client: Brands International

Project: Brand development for men's concept brand.



MONACO

Client: Monaco Government

Project: Pavilion brand development.

MONACO
MOHAKO

MONACO
MOHAKO



Client: WAY

Project: Brand development for the electronics company.





Illustrātion

Also known as Art

Client: Personal Project

Project: Sweet Addictions - Poster Series



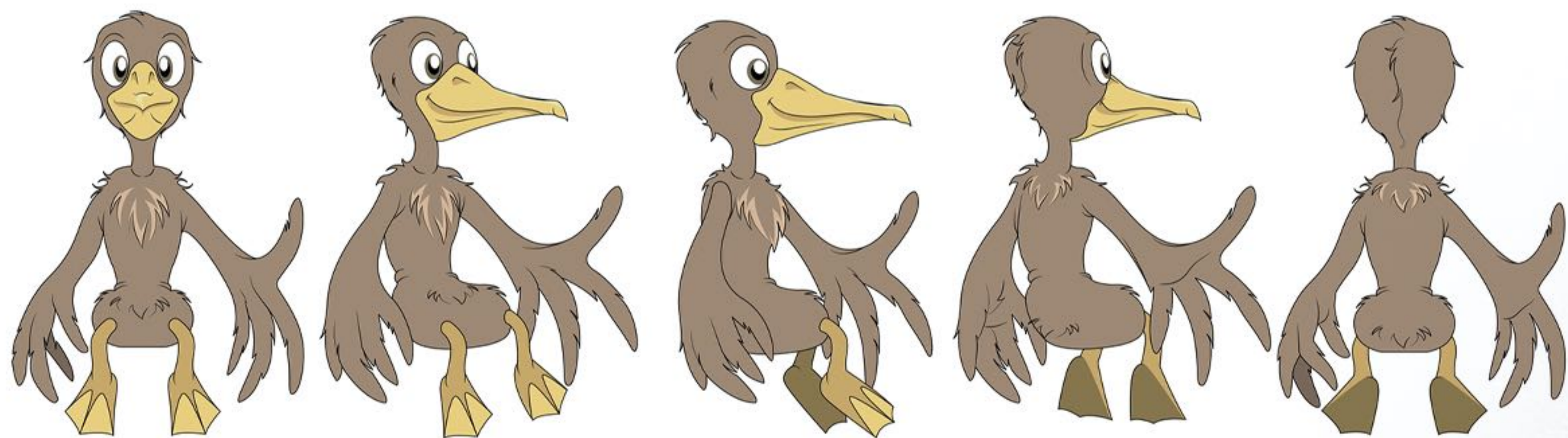
Social criticism created to exalt the double standard that reigns in these modern days. Sometimes simple trends turn out to be more addictive than some controlled medicaments.

Client: Personal Project

Project: Fast Dependences - Poster Series



Social criticism created to exalt the double standard that reigns in these modern days. Sometimes simple trends turn out to be more addictive than some controlled medicaments.



Client: Design Festival Latinoamericano y Caribeño de cine Margarita 2009 / Latin American and Caribbean Film Festival Margarita 2009

Project: Animated Character

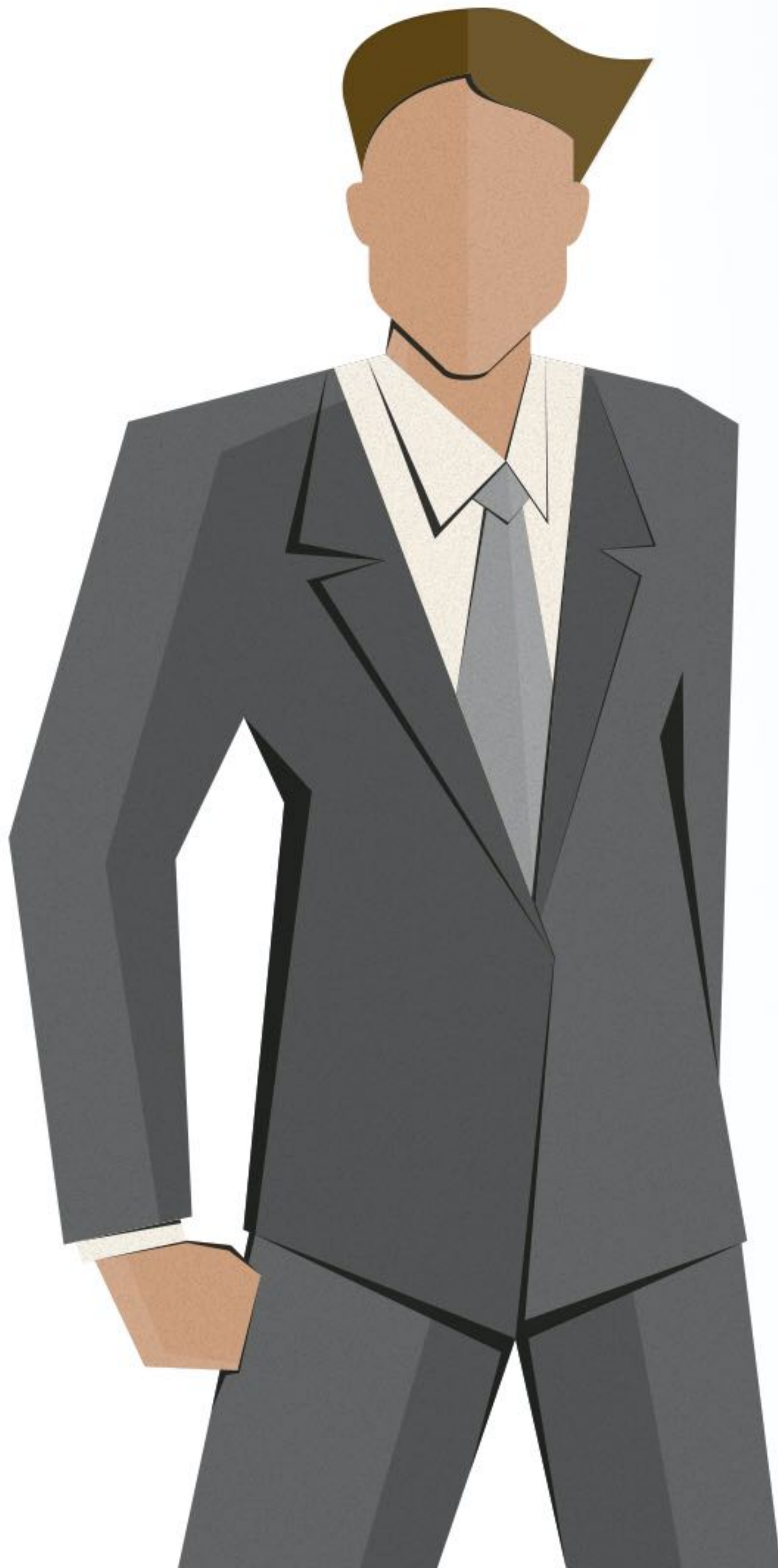
Humanized cartoon character, created to interact with different people on a TVC.

Client: Mercantil Seguros

Project: Traveller Stick Man

Development of characters to be the "virtual" tour guides for corporate trips programs.

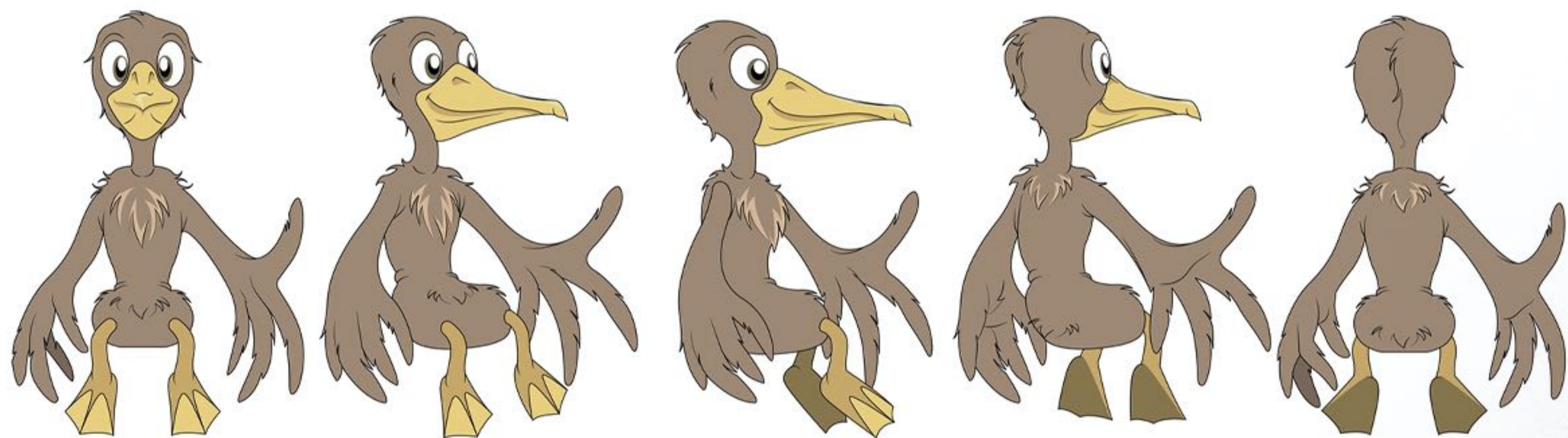




Client: Dubai SME

Project: Character Design





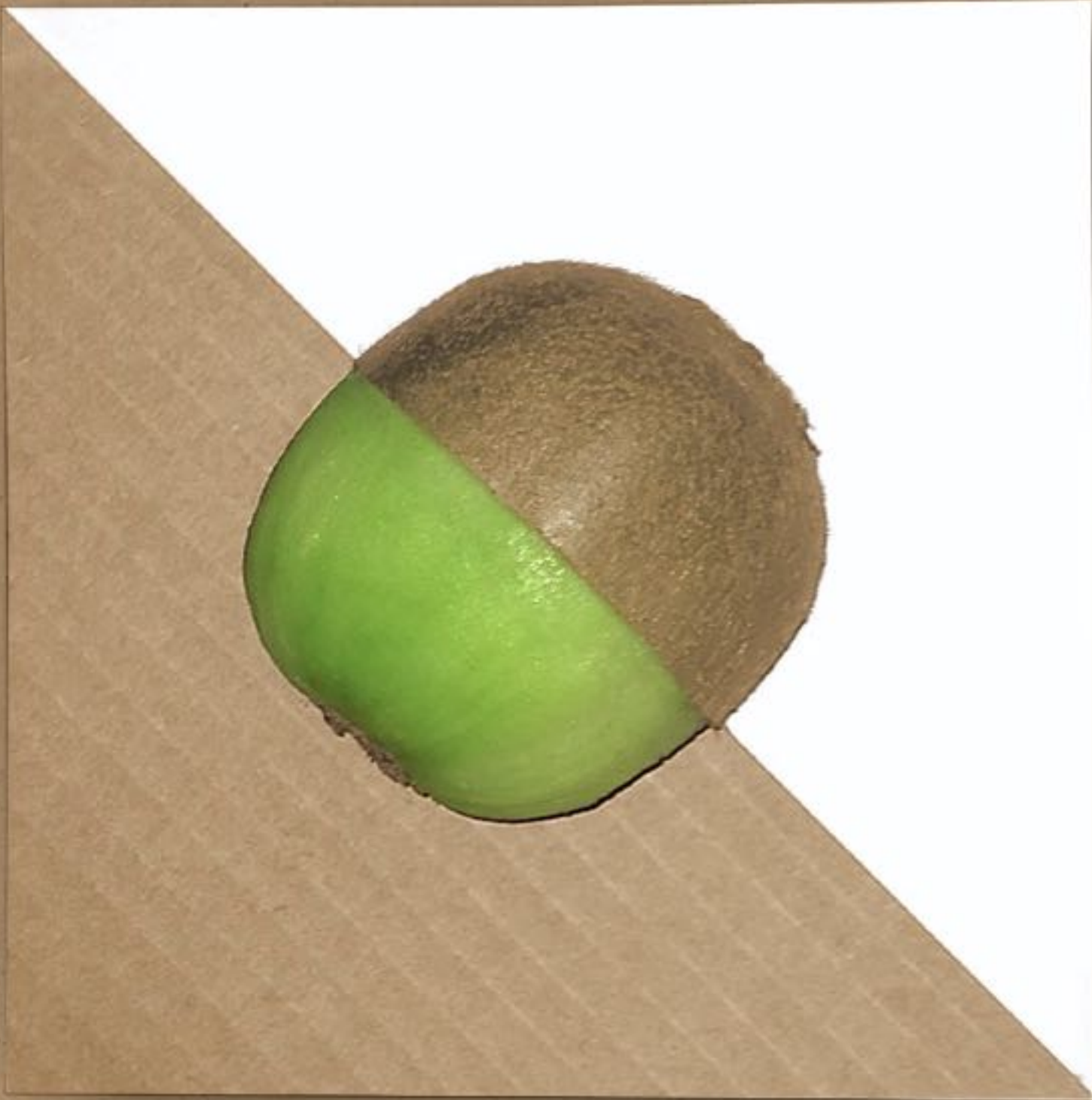
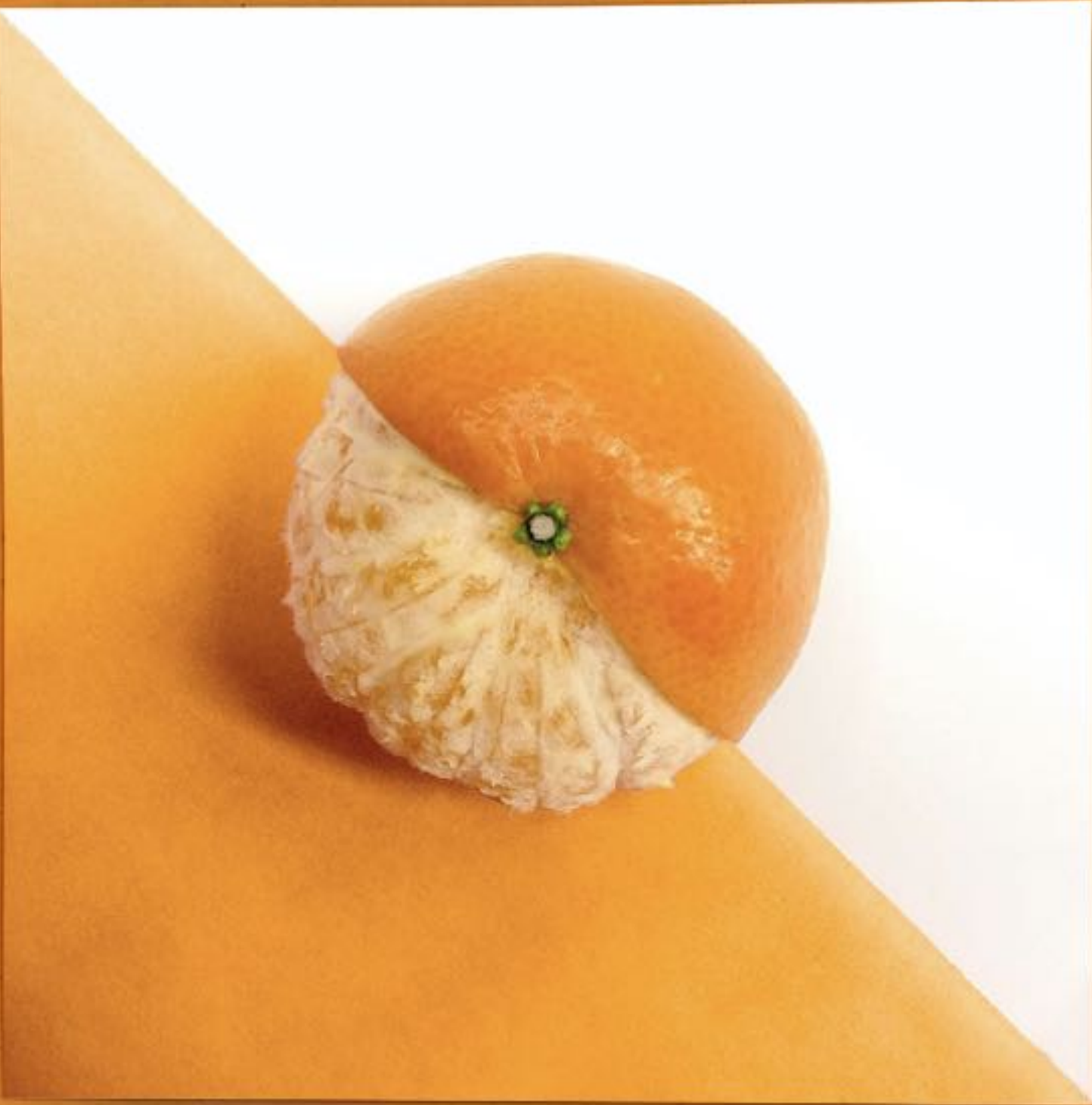
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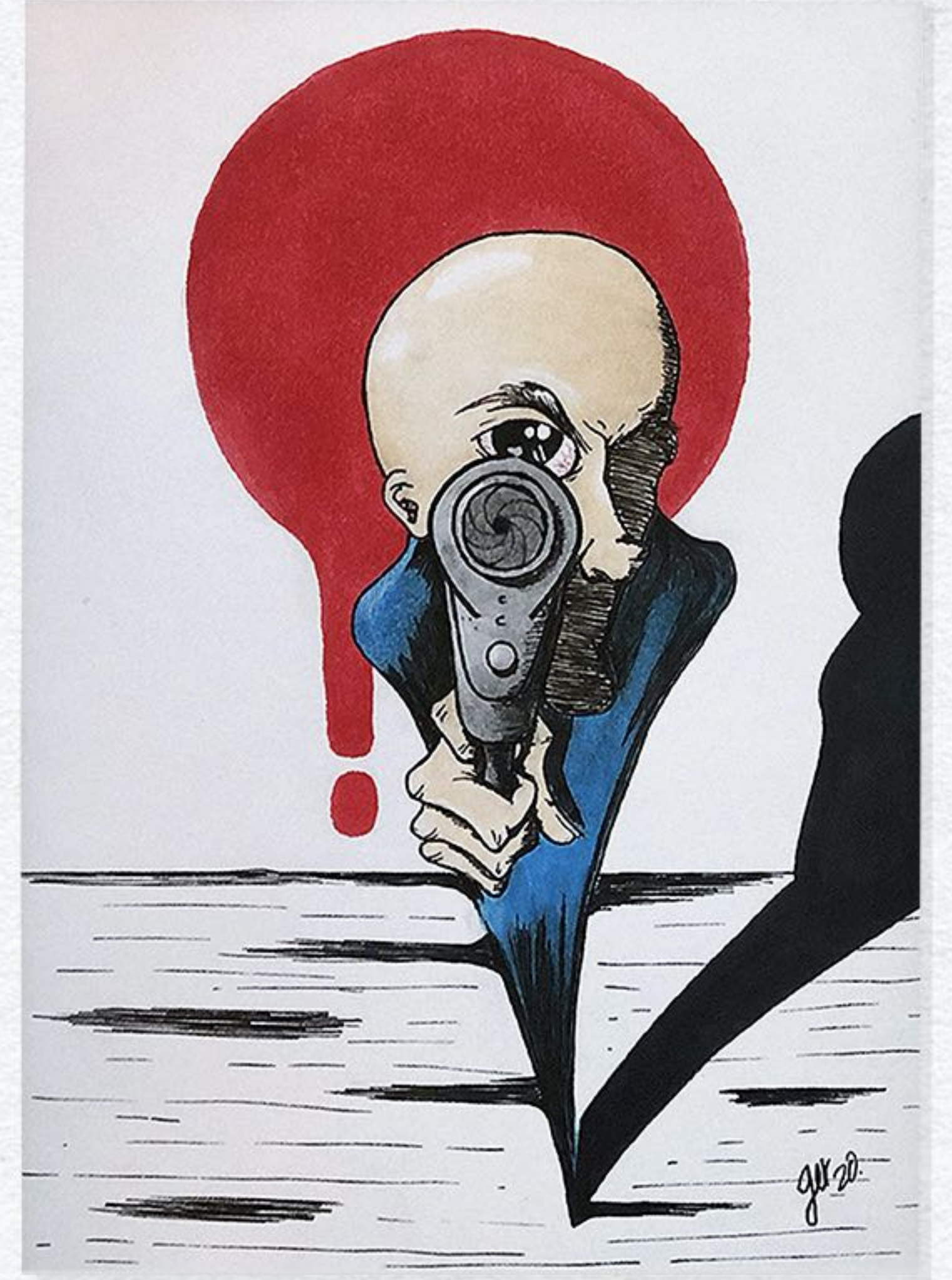
Client: Personal Project

Project: Snack Art



Client: Personal Project

Project: Mixed media illustrations.



Thānks

You reached this slide. You rock!

Germán F. González / notfromgermany.com

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