

# FLORIAN SCHREIBER CREATIVE DIRECTION

[www.florianschreiber.com](http://www.florianschreiber.com)

[mail@florianschreiber.com](mailto:mail@florianschreiber.com)

T +49 69 17428692

M +49 179 1412926

**PORTFOLIO**

## CRYPTOCURRENCIES FOR EVERYONE

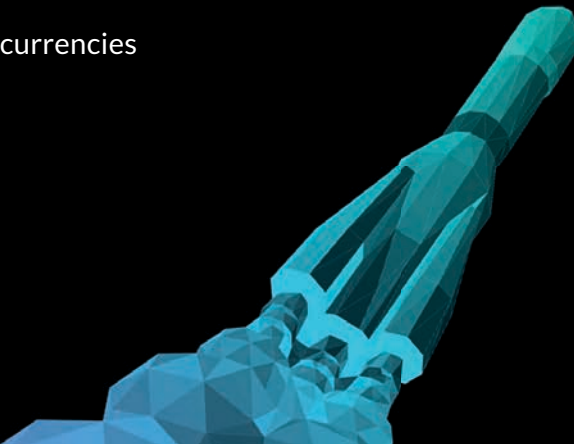
### The idea:

Save smaller amounts every now and then and automatically exchange them for Bitcoin and other cryptocurrencies. This way, the user can benefit from cost-average effect and does not have to worry about the right time to enter the market.

### The execution:

The app gives the user the ability to convert recurring actions into savings rules. For example, the user can save a self-selected amount if he has walked a certain number of steps per day, if he reaches a predetermined location, every time a pre-set celebrity tweets, or every time the sun shines at a certain place.

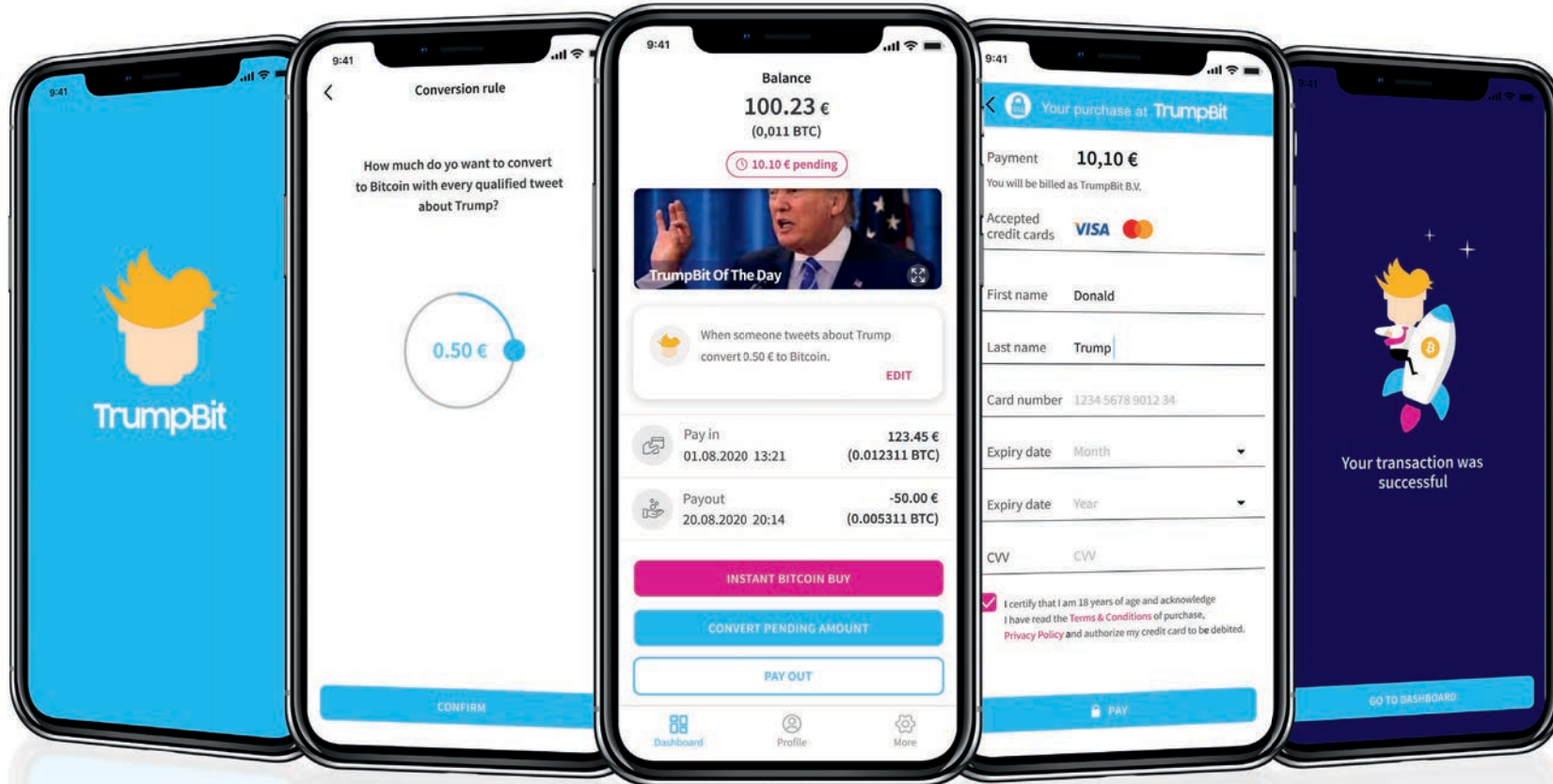
These savings events are aggregated and exchanged into cryptocurrencies once a day until the user reaches his pre-set savings goal.





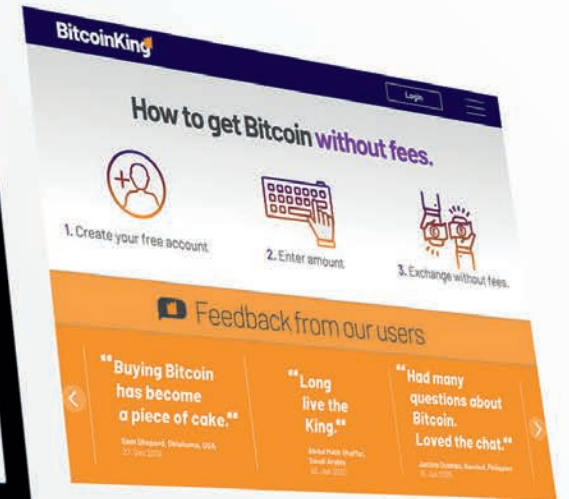
Please click on the link to see more functionalities of the app: <https://youtu.be/ybU-FW5SR8U>

TrumpBit – a simplified version of the savedroid crypto app. Only tweets about Trump trigger the exchange for cryptocurrencies.



Please click on your preferred store to find out more:





BitcoinKing – a simple and straight forward web application to exchange FIAT currencies for Bitcoin.  
[www.gobitcoin.com](http://www.gobitcoin.com)



SecPay – a Bitcoin payment gateway which allows small- and mid-sized businesses to accept Bitcoin a payment method.

[www.secpay.io](http://www.secpay.io)

## THE POWER OF THE IDEA.

A concept for the Porsche Design watch collection - the Timepieces.  
The job: strengthen the brand, support jewelers and bind them to the brand, win new customers, bind existing customers and increase sales.  
In addition, the concept had to be adaptable to the most important watch fair – the Baselworld.

With the motto „The power of the idea,“ the campaign is visualizing the parallels between watchmaking and sports car manufacturing and is making them perceptible and tangible. The visual language of the communication – the „Black and Contrast“ imagery – was specially developed for this purpose. It allows the Timepieces to be presented in a purist and aesthetic way, uncompromising and rebellious and at the same time. The dark appearance of the images underscores the high-quality look of the watches and builds up a certain tension. The watch is the hero and presented in the foreground. In the background, the power of the idea is visualized through design sketches depicting the world of Porsche and motorsport.

The whole concept is declined through countless media: from analog to digital. From ads, catalogs, trade fair appearances and social media to dealer events.





SEKUNDEN KÖNNEN GESCHICHTE SCHREIBEN. AUCH AM HANDGELENK.  
**CHRONOTIMER FLYBACK SPECIAL EDITION**

Eine Kunst für sich, den Zeitgeist zu treffen. Und ihn gleichzeitig zu überdauern. Das ist seit 1972 der Anspruch aller Porsche Design Timepieces. Und seit 2018 auch der des neuen Chronotimer Flyback Special Edition.

Sein silber, mattschwarzes Carbonfaserblatt mit weißen Indizes und Zeigern setzt sportliche Akzente. In Verbindung mit bester Ablesbarkeit. Die Verwendung des Werkstoffs Titan – vom Gehäuse bis zur Schließe – garantiert Porsche Design typischen Tragekomfort. Der Chronograph verfügt über das neue Werk 01.200 mit Flyback-Funktion. Es sorgt für motorsporttypisch hohe Präzision und ist über das schwarze Porsche Design Rotor eindeutig erkennbar.

Das Resultat: außergewöhnliche Performance durch die perfekte Verbindung von Design und Funktion – abgeleitet aus dem Motorsport.



„WENN MAN DIE FUNKT EINER SACHE ÜBER DEN ERGIBT SICH DIE FORM MANCHMAL WIE VON A

DER SCHÖNSTE RUNDKURS:  
 DAS ZIFFERBLATT.  
**ABGELEITET AUS DEM MOTORSPORT**

Was Porsche und Porsche Design verbindet, ist nicht nur die gemeinsame Herkunft. Es ist die Suche nach kontinuierlicher Verbesserung. Der innere Antrieb, Erster zu sein. Im Motorsport wie in der Entwicklung erstklassiger Zeitmesser. Es ist die Leidenschaft für Risetzen und Höchstleistung, die Porsche zu über 30.000 Rennjahren verhilft. Und die seit über 40 Jahren die Voraussetzung für innovative und technisch anspruchsvolle Zeitmesser schafft.

Die strategische Zusammenarbeit mit Porsche Motorsport ist ein zentraler Aspekt, wodurch Porsche Design zu einem der innovativsten Hersteller im Uhrenbau wurde. Und Industriestandards völlig neu definiert. Denn die Kooperation erlaubt es, neueste Technologien und Erkenntnisse aus dem Rennsport in die Entwicklung der Uhren einfließen zu lassen. Und so immer wieder neue Maßstäbe bei Funktionalität, Design, Materialwahl und -verarbeitung zu setzen.

Ein intelligenter Transfer von der Rennstrecke, direkt ins Handgelenk.



PORSCHE DESIGN  
TIMEPIECES

MAN KANN AKZENTE SETZEN. ODER EIN ZEICHEN.

[www.porsche-design.com/101914back](http://www.porsche-design.com/101914back)

... was expanded to the... which it has... exception of 1972... race length of... care cars wouldn't... 24 hour race was... on a Ford GT40. That... among 59 cars... of large and diverse... Daytona 24 hour... staged the first 1-2-3... and Andretti... public to chronograph... 'Daytona', even if... by Enzo Angileri... able to stage a similar... and Neerach... and Hermann... didn't take to... model in honor of the... of all the 'big... 917 team and the... into three... favourites: Mark Donohue... Roger Penak's... They were followed... American Ed... actor James... Titus and Jon... Perhaps it was... the genesis of the... USA and later... GARBA to find a... consistent, com... of Big Bull's... were dominated by... the Porsche 917... winning both times in...

PORSCHE DESIGN  
TIMEPIECES

WIR FEIERN UNSERE RENNSIEGE AUCH AM HANDELKLENK.

[www.porsche-design.com/MuseumOfBack](http://www.porsche-design.com/MuseumOfBack)

PORSCHE DESIGN  
TIMEPIECES

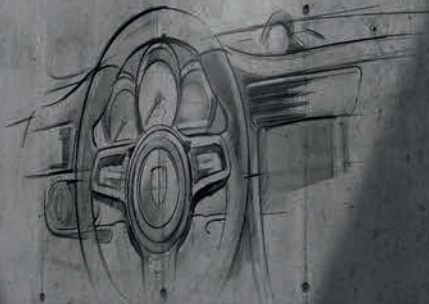
WAHRER LUXUS IST ZEIT. GENIEßEN SIE JEDES HUNDERTSTEL.

[www.porsche-design.com/Chronometrflyback](http://www.porsche-design.com/Chronometrflyback)

WAS DEN SO B...  
... M...



**PORSCHE DESIGN**



**REAL LUXURY IS TIME. SO ENJOY EVERY SPLIT SECOND.**

DISCOVER THE EXCEPTIONAL

**PORSCHE DESIGN**



**WHY NOT CELEBRATE RACE VICTORIES. ON YOUR WRIST.**

DISCOVER THE EXCEPTIONAL

**PORSCHE DESIGN**



**YOU CAN SET THE TREND. OR THE BENCHMARK.**

DISCOVER THE EXCEPTIONAL

**PORSCHE DESIGN**



## THINKING NEW PERSPECTIVES ...

... is a claim as well as a promise to Credit Suisse. It is the universal thought which runs like a thread through all communication measures.

The large-scale, costly executed, worldwide image campaign addressed the very wealthiest target-group of Ultra High Net Worth Individuals. The wide perspectives symbolise the overview, the bigger picture. The photographs show familiar situations one seems to know. But Credit Suisse sees something different, something new.

In numerous print executions, TV commercials, airport posters and an online-campaign, this integrated campaign acquired many new high potential clients and won several awards.

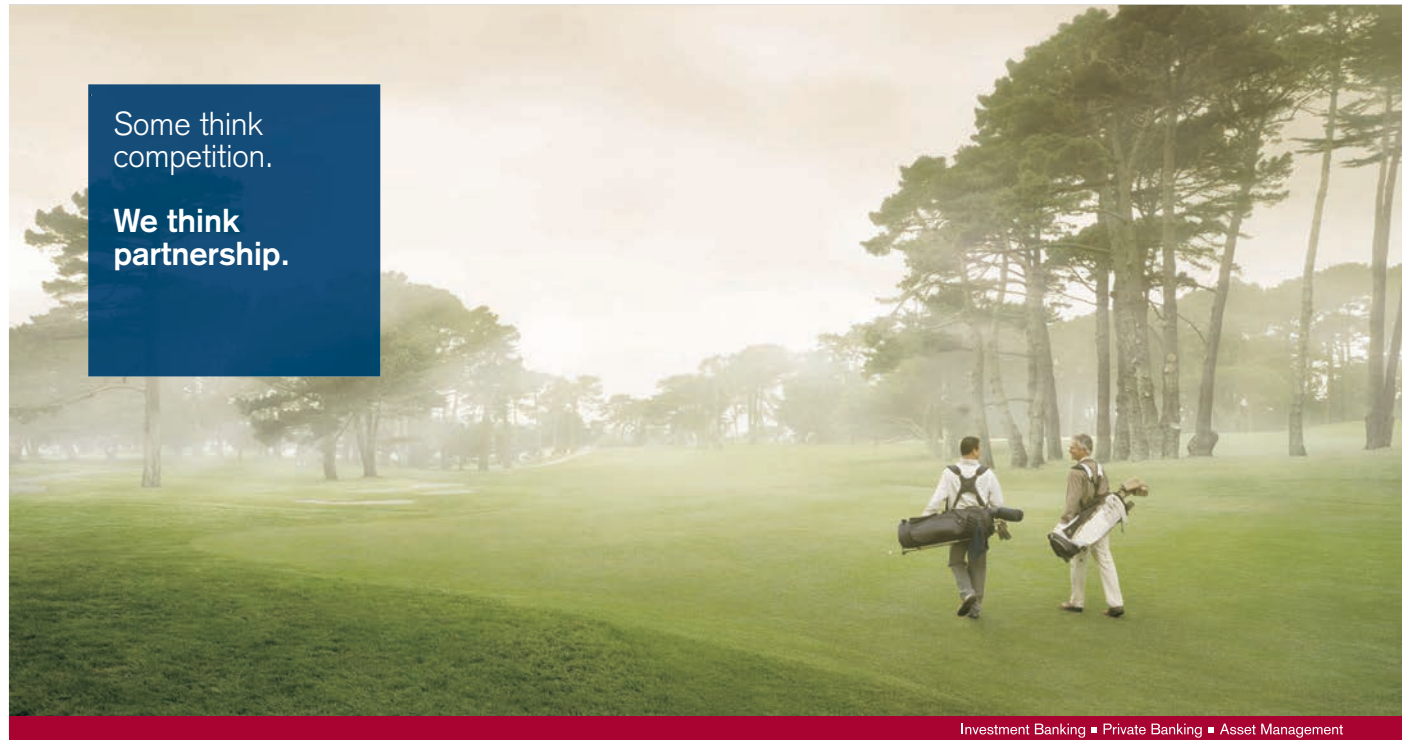


To see the case film, please press  
the play button or click on the link

<https://youtu.be/x1Gn3mIJqPc>

A photograph of a modern conference room. In the center, a large black screen displays the text "Communicating with Relevance" in white. A play button icon is overlaid on the screen. In the foreground, a white conference table is set with a clear plastic water bottle and several glasses. Black leather chairs are arranged around the table. The room has a clean, professional aesthetic with white walls and a bright, even light.

Communicating with Relevance



Some think  
competition.

**We think  
partnership.**

Investment Banking ■ Private Banking ■ Asset Management

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past, but shaped by the future. Always looking at opportunities and challenges from a different point of view. Bringing together new partners to achieve results that can make the difference for our clients. Because our sole ambition is to turn your vision into a reality.  
[www.credit-suisse.com](http://www.credit-suisse.com)

**Thinking New Perspectives.**

CREDIT SUISSE 



Some think  
two generations.

**We think  
succession  
planning.**

Investment Banking ■ Private Banking ■ Asset Management

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past, but shaped by the future. Always looking at opportunities and challenges from a long-term point of view. Because we know the future doesn't just happen. It has to be built.  
[www.credit-suisse.com](http://www.credit-suisse.com)

Thinking New Perspectives.





Some think  
barren.

**We think  
source.**

Investment Banking • Private Banking • Asset Management

We look at things from a different perspective, for the benefit of our clients. By building on our experience and expertise globally, we help our clients realize fresh opportunities. This has been our mission since 1856.  
[www.credit-suisse.com](http://www.credit-suisse.com)

**Thinking New Perspectives.**

CREDIT SUISSE 

Some think barren.  
We think source.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think breakfast.  
We think research.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think high-flyer.  
We think successful business.

At Credit Suisse, we develop integrated solutions for the benefit of our clients. By looking at the experience and expertise of Investment Banking, Private Banking and Asset Management, we bring you ideas, together, new opportunities. This has been our tradition since 1856.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think competition.  
We think partnership.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think two generations.  
We think succession planning.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think start-up.  
We think IPO.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think privilege.  
We think customized solution.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think relaxing moment.  
We think hard-working money.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE

Some think old industry.  
We think new opportunity.

Since 1856, we have focused on bringing new perspectives to our clients. Understanding the past and future of their business, we have been able to anticipate and manage risk. A great part of our thinking you will find elsewhere: we want to give your business a competitive edge. We're here to support the growth of yours.

Investment Banking • Private Banking • Asset Management

Thinking New Perspectives.

CREDIT SUISSE



Some think  
standing ovation.

**We think  
outstanding  
performance.**



Private Banking • Investment Banking • Asset Management

We are proud of our associations with the Bolshoi Theatre, the Lucerne Festival, the New York Philharmonic, and the Salzburg Festival. [www.credit-suisse.com/sponsorship](http://www.credit-suisse.com/sponsorship)

**Thinking New Perspectives.**



Some think  
anticipation.

We think  
track record.



Private Banking • Investment Banking • Asset Management

We look at things from a different perspective – for the benefit of our clients. An approach we share with the New York Philharmonic. [www.credit-suisse.com/sponsorship](http://www.credit-suisse.com/sponsorship)

**Thinking New Perspectives.**

**CREDIT SUISSE** 



Investment Banking • Private Banking • Asset Management

We look at things from a different perspective – for the benefit of our clients. Building on our experience and expertise to drive innovation is an approach we share with the BMW Sauber F1 Team. By challenging conventional thinking we help our clients realize new opportunities. This has been our ambition since 1856. [www.credit-suisse.com/f1](http://www.credit-suisse.com/f1)

Thinking New Perspectives.

CREDIT SUISSE 



To watch the TVC,  
please press  
play or click the link

[https://youtu.be/jp7uUuv1C\\_g](https://youtu.be/jp7uUuv1C_g)

# PUBLIC VIEWING ZÜRICH



For the football sponsorship campaign we were able to convince Köbi Kuhn, the trainer of the Swiss national team, to play an important role in the campaign.

To see the TVC, please click on the play button or on the link:

<https://youtu.be/EoC428YC3pA>

## 911: PORSCHE IDENTITY

There are not many cars, which represent a brand as much as the 911 does. And in spite of all the improvements and state-of-the-art electronic assistance systems, that will never change. This was the communication objective for the catalogue as well as the print ads. Because 911 is Porsche and Porsche is 911.

zukunftsorientiert  
traditionsverbunden  
formvollendet  
funktional  
alltagstauglich  
agil  
faszinierend  
**Identität 911**  
**Dr. Ing.**





Porsche empfiehlt Mobil 1 RLL Mehr unter [www.porsche.de](http://www.porsche.de) oder Tel. 01 805 356 - 911, Fax - 912 (Festnetzpreis 14 ct/min; Mobilfunkpreise max. 42 ct/min).

**Auf dem Weg in die Zukunft hat er sich verändert.  
Und ist dabei immer eines geblieben: er selbst.**

**Der neue 911.**

PORSCHE  
INTELLIGENT  
PERFORMANCE



Kraftstoffverbrauch (in l/100 km) innerorts XX,X - außerorts X,X - kombiniert XX,X; CO<sub>2</sub>-Emissionen XXX g/km



Porsche empfiehlt Mobilbil III Mehr unter [www.porsche.de](http://www.porsche.de) oder Tel. 01805 356 911, Fax -912 (Festnetzpreis 14 ct/min; Mobilfunkpreise max42 ct/min).

**Das beste Mittel gegen alles Identische?  
Identität.**

**Der neue 911.**

PORSCHE  
PERFORMANCE



Kraftstoffverbrauch (in l/100 km) innerorts XX,X - außerorts X,X - kombiniert XX,X; CO<sub>2</sub>-Emissionen XXX g/km



enthusiastisch  
mutig  
geradlinig  
stürmisch  
**Stärke**  
entschlossen  
reit  
verwurzelte



Porsche empfiehlt Mobil 1 | Mehr unter [www.porsche.de](http://www.porsche.de) oder Tel. 01805 356-911, Fax - 912 (†)estnetpreis 14 ct/min; Mobilfunkpreise max. 42 ct/min.

**Identitätsfindung in 3 Ziffern.**

**Der neue 911.**

PORSCHE  
INTELLIGENT  
PERFORMANCE



Kraftstoffverbrauch (in l/100 km) innerorts XX,X - außerorts X,X - kombiniert XX,X; CO<sub>2</sub>-Emissionen XXX g/km

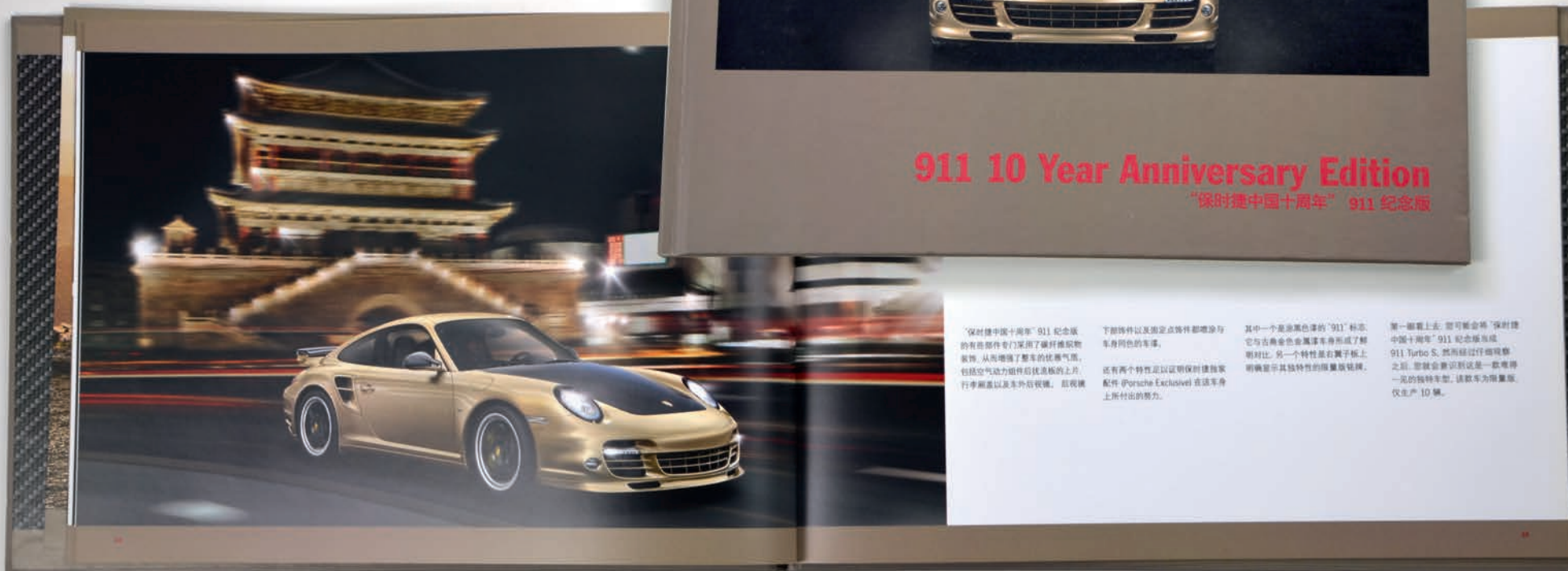




**911 10 Year Anniversary Edition**



PORSCHE



## 911 10 Year Anniversary Edition

“保时捷中国十周年” 911 纪念版

“保时捷中国十周年” 911 纪念版的有些部件专门采用了碳纤维材质装饰，从而增强了整车的优雅气质，包括空气动力学组件后扰流板的上方、行李架盖以及车外后视镜。后视镜

下部饰件以及固定点饰件都喷涂与车身同色的车漆。

还有两个特性足以证明保时捷独家配件 (Porsche Exclusive) 在这款车身上所付出的努力。

其中一个为深黑色漆的“911”标志，它与古典金色金属车身形成了鲜明对比。另一个特性是在翼子板上明确显示其独特性的限量版铭牌。

第一眼看过去，您可能觉得“保时捷中国十周年” 911 纪念版与保时捷 911 Turbo S，然而经过仔细观赏之后，您就会意识到这是一款难得一见的独特车型。该款车为限量版车型，仅生产 10 辆。





# Contents

Concept	06
Engineering	10
Design	16
Interior	24
Summary	32

**Black has always been synonymous with attraction. Here's one reason why.**

## The new Cayman S Black Edition.

### Concept.

Why would you explore any direction but your own? A direction that you find more compelling than any other. There is one thing that will draw you to it above all: the power of attraction. The new Cayman S Black Edition.

What is it that makes the Cayman S Black Edition so alluring? Firstly, it has a design that reveals the car's true colours. Inside and out, in every detail it is stylish, unadulterated and irresistible. It also offers engine power of 243 kW (330 hp) – 10 hp more than that of the Cayman S – and

a standard specification that promises uncompromisingly sporty performance. The allure of the Cayman S Black Edition is intensified by the car's limited edition run, which magnifies its power of attraction and sets pulses racing exactly where it belongs: on the road.

Fuel consumption in l/100km (mpg) urban 14.1 (20.0)–13.6 (20.8) · extra urban 7.1 (39.8)–6.6 (42.8) combined 9.5 (29.7)–9.4 (30.1); CO<sub>2</sub> emissions 223–221 g/km



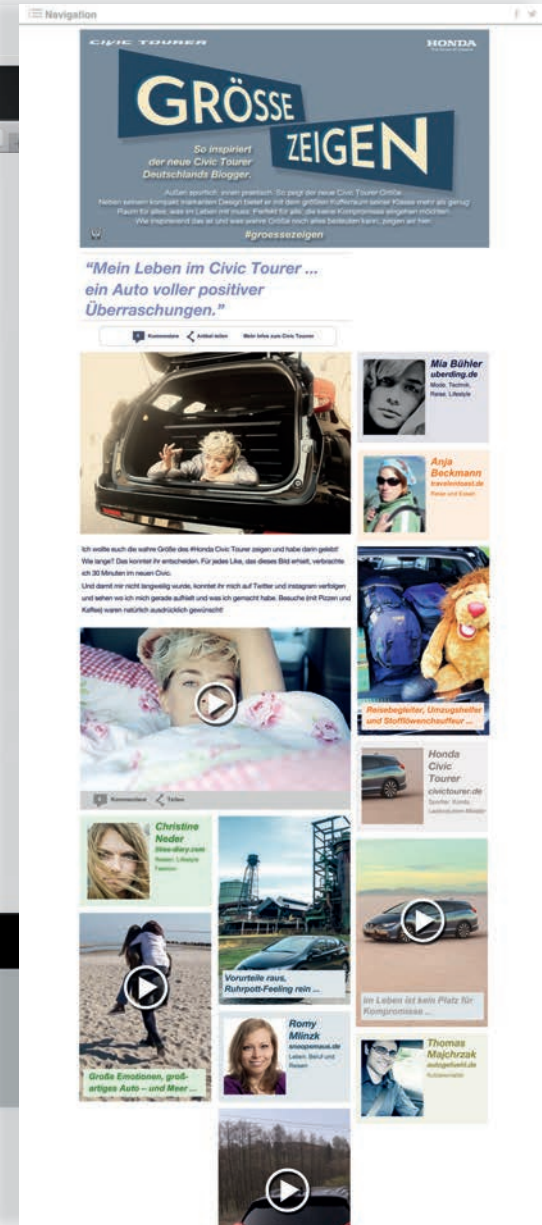
## THE NEW CIVIC TOURER. SIZE MATTERS.

Honda wanted to show to a whole new target group what the new Civic Tourer has to offer. Unfortunately there was only a rather small budget for a car launch.

So we came up with the idea of inviting influential bloggers to get to know the car and use it creatively and document it on their blogs. We collected the very different entries on a microsite, which showed how versatile the station wagon can be used – always in line with our motto „Size matters“.

The social media campaign reached more than 800,000 users, and the Civic Tourer thus opened itself up to a whole new audience in a likeable and authentic way.







Please  
click the link  
to watch the film:

<https://www.youtube.com/watch?v=nUVfiWBXJ-0>



## HOW MUCH TYPE R IS IN YOU?

The Honda Type R is a „race car for the road“ and the roaring proof of Honda’s sporty positioning. The Honda Type R community in Germany is exceptionally committed and has a special connection with the brand and the Carline. We wanted to capitalize on and stage this enthusiasm and passion for the Type R for the market launch.

In an entertaining user-generated social media campaign, we succeeded in illustrating the Type R’s characteristic sound. On a microsite, fans could enter their personal „Rrrr“ sound to win tickets to the big WTTC Racing weekend at the Nürburgring.

The German launch campaign reached more than 560,000 Facebook users and captivated both fans and participants with over 150,000 video views.



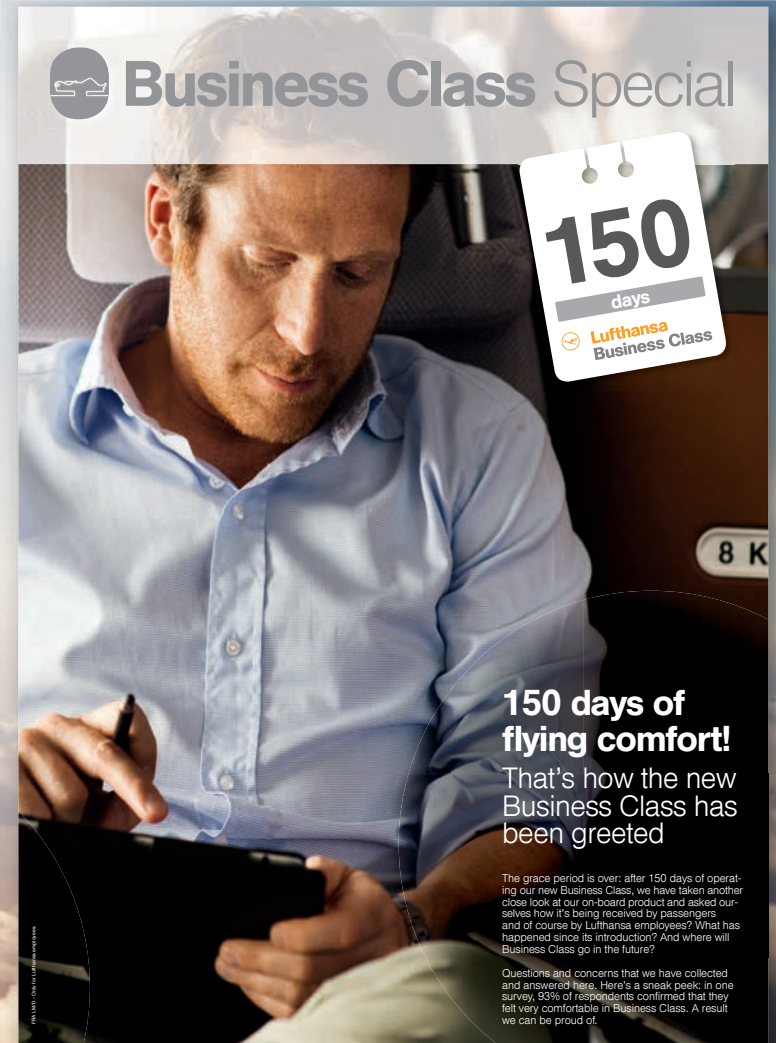


Please click the link to watch the film: <https://youtu.be/OmMsQSDSGhE>

## HEAVENLY: THE NEW BUSINESS CLASS SEAT.

Lufthansa's new business class seats came with many new features and can be folded out for a completely horizontal sleeping position. So their launch was a complex and important event.

Because the rollout was an ongoing process which took place plane by plane, we created an in-house magazine in order to keep employees and crews up to date with the experiences and functionalities and to make them part of the launch.



**Business Class Special**

**150**  
days  
Lufthansa  
Business Class

**150 days of flying comfort!**  
That's how the new Business Class has been greeted

The grace period is over: after 150 days of operating our new Business Class, we have taken another close look at our on-board product and asked ourselves how it's being received by passengers and of course by Lufthansa employees. What has happened since its introduction? And where will Business Class go in the future?

Questions and concerns that we have collected and answered here. Here's a sneak peek in one survey, 93% of respondents confirmed that they felt very comfortable in Business Class. A result we can be proud of.

# Numbers, please!

22  
MONTHS

STANDARD  
FIRST  
BUSINESS  
PREMIER  
SWIRE

What has happened since the new Business Class took flight for the first time? A brief look back over the last 150 days in very concrete numbers:

**22.05. Entry into Service** of the first A330 D-AIKP with the new Business Class to IAD

**24.05. Entry into Service** of the second A330 D-AIKQ to JFK

**31.05. Publication of the Hotel Business Class website**



**01.06. Entry into Service** of the first Boeing 747-8 D-ABYA to IAD

**23.06. Entry into Service** of the third A330 D-AIKQ to BOM

**06.08. Entry into Service** of the second Boeing 747-8 D-ABYC to DEL

**38,000 passengers** were able to experience the new Business Class in the first 100 days

**15,000 employees** have tested the seat at the Product World Frankfurt (as of the end of August 2012)



**2,000 flight attendants** have already been trained on the new seats

**420 new seats** have already been installed

The new Business Class has now been in use for more than **3,600 hours**

19 150  
HOURS

\*Special survey results: 364 interviews



**14.06. First feedback** from a special passenger satisfaction survey on the new Business Class is available: **87%\* of passengers** believe that the new Business Class is great for sleeping (cf. conventional C/CL: 42%)



**13.09. Entry into Service** of the third Boeing 747-8 D-ABYD to BLR

**7 members of the Fast Response Team** accompany the 747-8 and the new Business Class at their introduction



# A win all the way

The benefits of the new Business Class seat:

- Horizontal reclining position on a surface measuring 1.98 m in length
- Improved comfort when sitting and reclining
- Continuous adjustability
- Intuitive operation through simplified seat technology
- Extra storage room
- A monitor increased from 10.4 to 15 inches
- More extensive entertainment programme
- Timeless design and subtle natural colours
- Generous feeling of spaciousness
- Adequate level of privacy



Everyone knows that the new seat has a horizontal sleeping surface. But, of course, it can do much more. During the five years of development, the design was continuously rethought and improved to truly be able to adapt it to the needs of travellers.

We are especially proud of the continuous adjustability, for example: while passengers in some other airlines have to stand up to recline their seat, our passengers can simply remain seated. In addition, the backrest, seat surface and leg rest can be individually adjusted.

The new feeling of space is also much appreciated by our passengers. This is due to not only the new shape, the alignment of the seats, the elimination of the unpopular mobile seat and the renunciation of suite-like dividers; the warm, comfortable colours also play an important role.

We also use separate controls for the entertainment programme and for the seat, as well as a reduced number of actuators. This ensures easy operation and a high degree of technical reliability.



## Always well-informed!

You'll always find updates on the new Business Class on eRelease at eRelease-Areas-FRA VL-FRA LP-Ready for our next Business Generation.

Would you like to know what else is moving the Lufthansa product and marketing world? Find out in the monthly issues of brandNews. Register using your group email address at [brandnews1.lufthansa.com/register](http://brandnews1.lufthansa.com/register).

A pdf version is available for crews in the Crewportal.

### Question time

Since May 2012, the new Business Class has been a first-hand experience for our passengers and employees on board. Even though the seat was viewed a little critically before its first use, we can now say after 150 days: it's well-received. How else could we explain the mood described in the first surveys, in which almost nine out of ten respondents expressed a high degree of satisfaction with the reclining comfort? According to recent market research, the positive evaluations rose significantly in comparison to the old seat: reclining comfort rose by 42% to 85%, while seating comfort rose by 20% to 87%. 93% of the Business Class respondents attested to a high-quality impression. But we did not only interview passengers, we also asked our on-board crew to offer their opinions regarding the new seat. Most recently, for example, during the new Business Class' first flight to Bangalore.

All statements can be found on eBese>ebase Passage>Areas>FRA VL>FRA LP>Ready for our next Business Generation>150 degree comfort: the new seat.>Opinions of the new seat

"We and our guests are very excited about the new C/CL!"

"It was the 'first time' for the entire crew and it ran like clockwork. Only a few resets that were fixed in a jiffy, happy guests and no complaints about the shoulder area or leg space."

"I think the new seat is incredibly comfortable. Since it's no longer as 'massive' as the 'old one', this will certainly positively affect the entire ambiance. The seating arrangement is innovative, even if the viewer doesn't immediately understand it. I think that it will also help enhance the feeling of spaciousness."

"It has to be a good sign when only six passengers in the C/CL are awake after take-off."

"Wide screen, enough space, very nice design"

"I especially like: the design, (folded away to the side), the horizontal sleeping position, the super screen, the cuddly pillows."

## Fast Response Team "New Business Class"

So that new aircraft and products can be integrated into the travel experience chain as smoothly as possible, the complex interplay of logistics and service processes is carefully observed. Mr. Wolowid and Ms. Bublitz, both a part of the Fast Response Team that accompanied the C/CL seat on its first flights, provided some answers to our questions.

**What is your job as the Fast Response Team?**  
To actively stand by the flight attendants and pursers during the introduction of the new 747-8 and to provide them with timely information. In addition, the team forms an important interface to colleagues from Technology, LSG and Product Management. This allows errors to be recognized as quickly as possible and corrected promptly.

**What does this look like in practice?**  
The team members are flight attendants who exchange their uniform for private clothing for up to 7 days per month. They support the crew before takeoff as they assume their responsibilities on the aircraft. They are available to their colleagues in the cabin as contact persons. In addition, they drive out upon arrival of the incoming aircraft, they ask the crew about any special occurrences during the flight, and then accompany their colleagues to the base.

**How is the team put together?**  
The Fast Response Team is made up of 7 selected flight attendants from the NW department. In one training session, they are provided information on the technical features of the 747-8 as well as the new Business Class. Of course, they continue flying and can then pass on their expertise as a multiplier to the crew.

**What has been your experience with the new Business Class?**  
We obtained an impression of the initial mood very quickly, thanks to the Crew. The guests were delighted with the cabin's ambience and the new seats. They appreciated the reclining comfort and, in our view, only minor things were reported.

**For example?**  
Some examples were that the door lock to the washroom was too loud or that individual lights were not in full operation. Some pillows and blankets were missing on the first flights in the C/CL. Many small things only come into the foreground during daily operations. We were able to channel these very quickly through the Fast Response Team. For example, we initially had the problem that the reserve headphones for the C/CL and F/CL were equipped with the wrong pole number. A topic that kept coming up but one we recognized and then were quickly able to report back to Product Management and LSG through our interface partners.



# Simply dreamlike: the new seat

The horizontal sleeping position is the core feature of the new Business Class seat. Because we want our passengers to be able to sleep completely relaxed on board. But why is good sleep so important? It helps our bodies to regenerate.

While sleeping, we re-energise and we process impressions from our day. In addition, our brains use the recovery phase to save things we have learned and to strengthen our nerve connections. If we have slept well, we're capable of more and we're more creative. Researchers have shown that well-rested people can solve tricky tasks significantly better than those who have not had sufficient sleep. So what happens while we're lying in bed and slowly drifting off into sleep?

Even if it seems as though sleep is a single phase, research shows that we cycle through a total of five different stages of sleep every night. These then repeat themselves four to six times as a sleep cycle. One cycle is approximately 90 minutes long. Phases 1 and 2 include falling asleep and light sleep, during

which the muscles relax and the environment is perceived less and less actively.

After approximately 30 minutes, phase 3 sets in, followed by phase 4. The sleeper falls into deep sleep. Now, the body recovers and uses the phases to distribute growth hormones and to regenerate tissues. This is also the time when anything a person has learned is fixed in memory.

Phase 5 is also known as the REM (Rapid Eye Movement) phase. The eyes roll back and forth behind closed eyelids, and the sleeper dreams. The pulse, blood pressure and energy consumption increase and are almost exactly as high as those of a person who is awake. So it's a very active phase. At this time, movements are suppressed by the brain so that sleeping persons don't injure themselves while dreaming. Muscles are almost paralysed, only individual body parts twitch every now and again. Dreaming sleep mainly serves for mental relaxation.

During the first half of the night, we process daily events from our professional

**The new seat** for a dreamlike flight – with a fully flat surface and individual firmness settings.



and personal lives. The creative memory space in the brain that is needed to take in new information. During the second half of the night, we mostly have unreal dreams, because our imagination can run wild, unchecked. It is assumed that areas of the brain that are insufficiently challenged during the day are trained at this time.

Healthy sleep can be fostered through mattress selection, for example. It should not be too hard but also not too soft; it should support the body with pinpoint accuracy. It's also the reason why we equipped the new Business Class seat with foam cushions with a contour system and an air cushion system with individual firmness settings.

## Jet lag: when your internal clock gets confused ...

... it's felt throughout our entire body. We feel that we're no longer following our natural rhythm, especially after long-haul flights.

Along with our native time zone, we're also leaving our daily routine, determined by our periods of wakefulness and sleep. If light and darkness occur at unusual times, this confuses a pre-wired area in our brain: the suprachiasmatic nucleus. It receives light impulses from the optic nerve and transmits this information to other areas of the brain. These, in turn, activate the organs in our body or send them into the recovery phase using nerve stimulations or hormones.

This can collide with our actual day-night rhythm and the body reacts to this event with exhaustion and fatigue. A good tip to prevent this: when flying to the west, take a short nap on board; when flying to the east, try sleeping through the entire flight.



## Win a Sleeptracker watch ...

... and begin waking up fully rested. The watch analyses your sleep phases and wakes you up at the optimal time. Just send your best sleeping tip to [news@brandnews.lufthansa.com](mailto:news@brandnews.lufthansa.com), you can participate in the sweepstakes until 19 November 2012. The winners will be notified in writing.

1\* prize: A Sleeptracker watch  
2-10. prizes: A sleeping mask

## Tips to help you fall asleep



Bright light wakes you. Therefore: sleeping mask on – ear plugs in

• Don't eat anything heavy, full of fat, or containing egg whites for 3-4 hours before going to sleep. But don't go hungry!

• Everyone knows: caffeine and sleep don't get along. For a short-term stimulating effect that does not affect your sleep, a glass of ice water does the job.

• Listen to relaxing and peaceful music.

• Celebrate your sleep. Ready yourself with a relaxing herbal tea and look forward to pleasant dreams.

• Sometimes, a hot water bottle helps to make you comfortable.



Source: Wikipedia.de, Focus.de, Elm.de, Spiegel-online.de, NDR.de, Medizin.de, Schlaf.de, planet-wissen.de

## Business to Business: the new seats on their way to the economic hubs of the world.

Time is money. Therefore, it's important to lose as little of it as possible. As a result, the conversion of the Business Class is athletically timed, the goal ambitious: by 2015 our passengers will be able to enjoy a single product standard on board our long-haul fleet. We are already servicing some important global business hubs with the aircraft models Boeing 747-8 and A330, and therefore with the new Business Class.



**New York**

**Business Class destination:  
New York**

The Big Apple is one of the largest financial centers in the world and is the headquarters of many multinational corporations.

You and our passengers will arrive in New York fully rested in the new Business Class in the A330, LH410/411 (from Munich).

**Our tip:** with the Circle Line Sightseeing Boat you can experience New York from a completely different perspective: from the water, the New York skyline is at its most beautiful.

**Munich**

**Business Class destination:  
Frankfurt**

One of the important finance, industrial and trade fair centers in Europe.

**Our tip:** a ride on the Elbstein Express train so you can enjoy the city's outstanding highlights and sample the region's traditional drink at the same time.

**Los Angeles**

**Business Class destination:  
Washington**

The capital city and seat of government of the USA, headquarters of the International Monetary Fund and the World Bank.

You and our passengers will arrive in Washington fully rested, in the new Business Class in the A330, LH414/415 (from Munich) and Boeing 747-8, LH419/419 (from Frankfurt).

**Our tip:** a visit to The United States Mint, responsible for the coining of the US dollar.



**Munich**

**Business Class destination:  
Munich**

Home to the "Coca-Cola" and Germany's third largest city.

**Our tip:** explore the "Bavaria Pavilions", one of the biggest fairs in Europe and, if the weather is nice, be sure to visit a beer garden.

**Delhi**

**Business Class destination:  
Delhi**

The Indian capital city, an important economic center, a hub for international and national air traffic in India.

You and our passengers will arrive in Delhi fully rested in the new Business Class in the Boeing 747-8, LH700/701 (from Frankfurt).

**Our tip:** dine at Rajoka Da Dhaba, Kauri Cinema - perfect for tandoori fans.

**Los Angeles**

**Business Class destination:  
Los Angeles**

The economic, business and cultural center of California, including the district of Hollywood, the heart of the film industry.

You and our passengers will arrive in Los Angeles fully rested in the new Business Class in the Boeing 747-8 (from Frankfurt) as of the end of the 2012 summer schedule.

**Our tip:** rent a bicycle and ride along the beach on a constructed bike path to Santa Monica.



**Bangalore**

**Business Class destination:  
Bangalore**

The third largest city in India, a hub for aviation and space travel as well as for the IT sector.

You and our passengers will arrive in Bangalore fully rested in the new Business Class in the Boeing 747-8, LH547/550 (from Frankfurt).

**Our tip:** find beautiful jewelry at Ananda Jewellery, B.26, Lotus Galleria, Lotus Palace, Aargal Food, at special prices for Lufthansa passengers.

**Mumbai**

**Business Class destination:  
Mumbai**

The gateway to India, embodying the economic recovery of the country.

You and our passengers will arrive in Mumbai fully rested in the new Business Class in the A330, LH94/95 (from Munich).

**Our tip:** enjoy the sunset in the Dome complex, where foreign films, a terrace with a view over Mumbai and the Arabian Sea.

\* These destinations were only served between June and August 2012.

# Two seats, one class

During the next three years, we'll be flying around the world with two different Business Class configurations. The difference will be especially evident in the seats. To learn what makes these special and where they differ, keep reading.



### Core features

- Availability on the entire fleet
- Very good seating comfort with the contour system: depending on the position, the air cushions create optimal ergonomic condition whether sitting or lying down
- Continuous adjustability and individual adjustment options for the seat elements
- Comfortable seat width
- Lowest weight in its category
- Loving attention to detail: adjustable head rest, sunglasses compartment, noise-insulating headphones, reading lamp, coat hooks, additional function, lumbar support

### ICI

- Inclined sleeping position
- Monitor size 10.4"
- Design: focus on Lufthansa blue
- Six actuators
- Massage function
- Foot support (no foot rest)
- Automatically sinking armrests
- Two in one: combined operating element for IFE and seat
- One-piece table
- Seat width: 50 cm
- Length of the sleeping surface: 203 cm

### C/CI

- Fully horizontal sleeping position
- Monitor size 15"
- Air cushion system with individually-adjustable cushion hardness (except for 747-8)
- Continuously retractable armrests
- Design: increased use of cognac brown/gray
- Separate operating elements for IFE and seat
- Bi-folding table: can fold out
- No foot support but a foot rest on the front seat
- Storage room under the foot rest
- 4 actuators

# No half measures

It's our goal to offer all of our Business Class passengers the best view of comfort, no matter on which route they're flying. That is why we're one of the few airlines to equip our entire long haul fleet with the new Business Class. The way we don't see other passengers with a competitor product on only a few long haul aircraft.

Dr. Reinhold Huber, Senior Vice President, Product & Marketing, Lufthansa Lufthansa AG



As of today, we already are equipped with the new Business Class on routes from ACCO airport and three Boeing 747-8 aircraft. An additional aircraft of this type 747-8 will follow later this year.

Find the new Business Class on all our flights on Lufthansa through Lufthansa.com, the Lufthansa mobile app and the Lufthansa website. For more information, please contact us at [businessclass@lufthansa.com](mailto:businessclass@lufthansa.com).

The new Business Class is here – but how does the rest of the world learn about it? Through advertising, which shows potential passengers what they can experience and enjoy with us, starting now. We have taken two different paths to reach all those interested. View the new Business Class from the perspective of our customers.



# Change of perspective



### Welcome to the Hotel Business Class

Business travellers who have flown with Lufthansa Business Class before and have now migrated to the competition or to Economy class, received a very special invitation in their email inbox or mailbox with the introduction of the new Business Class. An invitation to the highest hotel in the world.

Hotel? But we're an airline. Correct. But a trip in Lufthansa Business Class is like a stay in a top hotel. This metaphor gave rise to the "Hotel Business Class" concept, which brings the perfectly attuned Lufthansa travel experience closer to our customers – from checking in to relaxed sleep in the new seats, to the breakfast buffet upon arrival in Frankfurt.

The core element of the campaign was the website [hotel-businessclass.com](http://hotel-businessclass.com), which models our services after those of grand hotels, welcomes prospective customers and piques their interest.

### Lying down – people's favourite position

Of course, we also want the general public to find out about our new seats. For this purpose, we have developed a TV spot for Business Class for the first time. Topic of the commercial: the sleeping position. People's favourite position, the horizontal position, is shown in several micro-stories and indulged by flying in the new Business Class.

And because people outside Germany also love lying down, we're delighted that the spot will not only run on German networks but also in Indian cinemas. You can also view it at [youtube.com/Lufthansa](http://youtube.com/Lufthansa). The film is accompanied by large-scale posters and ads, which you can see here on the reverse side. In the USA, Italy, Spain, France, Austria and Switzerland the new Business Class is advertised online.

### Did you see?

You can find the current Business Class movie at [youtube.com/Lufthansa](http://youtube.com/Lufthansa). The website for the new Business Class can be found at <http://www.hotel-business-class.com>

Mastercard  
 Publisher: Deutsche Lufthansa AG, FRA LMAD  
 Direct Marketing and product communication, The Square, Frankfurt/Main  
 Concept and layout: Wunderman GmbH, Frankfurt/Main  
 Print: Straub & Sogni Druckerei GmbH & Co. KG, Mainz  
 Copyright: Deutsche Lufthansa AG  
 Circulation: 2.000 copies  
 Printed in Germany, as of 10/2012, FRA LMAD, internal communication. Subject to change


## A DIFFERENT VIEW ON BUSINESS FIGURES.

BASF is a global player that is able to leapfrog the competition in many ways. But Ludwigshafen is far away from Wall Street and often not in the relevant set of the US-American investors. This is what we attempted to change with this campaign.

The ads place the impressive numbers of BASF in the context of easily recognisable American topics to illustrate the sheer size of the enterprise for future investors.







With an EBIT like ours, Hollywood could produce 32 more sequels of "Titanic".

With an EBIT of €5.2 billion in 2004, BASF lives up to its claim of being "The Chemical Company". Successful product innovations, intelligent cost reductions, the ongoing optimization of our portfolio and increased investment in growth markets, have also played their part in this remarkable achievement.

As the world's leading chemical company, our expertise and financial strength are capitalized to sustainably enhance corporate value in global markets. Which is very good news for your investment in our shares.

 **BASF**  
The Chemical Company



**With our cost of capital premium,  
we could finance 6 missions to Mars.**

Last year we not only earned our capital costs, but a substantial premium on top: € 1.8 millions. A figure which goes to show that as the world's leading chemical company we are well positioned and that our clear, long-range strategy pays off. By helping our customers be more successful. By forming the best team in industry. And by sustainably enhancing corporate value.

That's how we will continue to turn in excellent results – which in the final analysis benefit your investment too.

 **BASF**  
The Chemical Company



**For the money we save with our “Verbund” integrated network, we could buy a major league baseball team.**

US \$1 billion – that’s how much you’d have to pay for a complete major league baseball team. The same amount we save each year with our “Verbund” network. It’s one of BASF’s main strengths – a global system that uses resources efficiently, reduces emissions and waste products, and creates cost advantages via networking.

For BASF, as the world’s leading chemical company, an important contribution to sustained profitability and long-term success. Every Cent that we save with the “Verbund” will be invested just as efficiently for the future – which should benefit your investment in our shares for a long time to come.




**With an EBIT like ours, a museum could buy the world’s 400 most expensive paintings.**

With an EBIT of €5.2 billion in 2024, BASF lives up to its claim of being “The Chemical Company”. Successes: product innovations, intelligent cost reductions, the property repositioning of our portfolio and increased investment in growth markets. We have also played our part in this remarkable achievement.

As the world’s leading chemical company, our expertise and financial strength are captured in sustainably enhanced corporate value in global markets. Which is very good news for your investment in our shares.




**If our entire research staff wanted to go to the Metropolitan Opera, it would be sold out twice.**

Around the world, BASF relies on the talent of more than 7000 research scientists and technicians. They’re backed by an annual research investment of 1.2 billion Euros and collaborate with some of the best minds in the chemical industry of highly respected organizations. As well as working on innovations directly with customers.

Successful innovations have made us the world’s leading chemical company. And as we explore the very promising long-term growth potential of new technologies, biotech, biotechnology and fuel cell energy, we know that every Cent we invest in research will be worth much, much more to your investment in our shares.




**With our cost of capital premium, we could finance 6 missions to Mars.**

Last year we not only earned our capital costs, but a substantial premium on top – € 1.8 billion. A figure which goes to show that as the world’s leading chemical company we are well positioned and that our main long-term strategy pays off. By helping our customers to become successful. By forming the best team in industry. And by sustainably enhancing corporate value.

That’s how we will continue to turn in excellent results – which in the long analysis benefit your investment too.




**Over the past ten years, our dividend has grown faster than the economy of China.**

BASF’s dividend has grown by more than 10% a year on average since 1995. In the same period, the price of BASF shares nearly tripled (2004). Two clear indicators of sustainable profitability growth. BASF’s growth has a solid foundation: a continuously optimized business portfolio, efficient management close to the customer, innovations, and a strong position in growth markets.


So as the world’s leading chemical company, we aim to further increase our dividend in the future – which naturally benefits your investment too.




**With an EBIT like ours, Hollywood could produce 32 more sequels of “Titanic”.**

With an EBIT of €5.2 billion in 2024, BASF lives up to its claim of being “The Chemical Company”. Successes: product innovations, intelligent cost reductions, the ongoing optimization of our portfolio and increased investment in growth markets. We have also played our part in this remarkable achievement.

As the world’s leading chemical company, our expertise and financial strength are captured in sustainably enhanced corporate value in global markets. Which is very good news for your investment in our shares.





## 24h JAPAN. EXPERIENCE THE PERFECT DAY.

As a travel destination, Japan is mainly known to business travelers, cultural tourists and gourmets. But the average European tourist is mainly longing for two things: recreation and relaxation.



In order to make Japan accessible to a broader European target group, we developed a creative concept, positioning Japan as THE perfect destination, where one can relax around the clock.



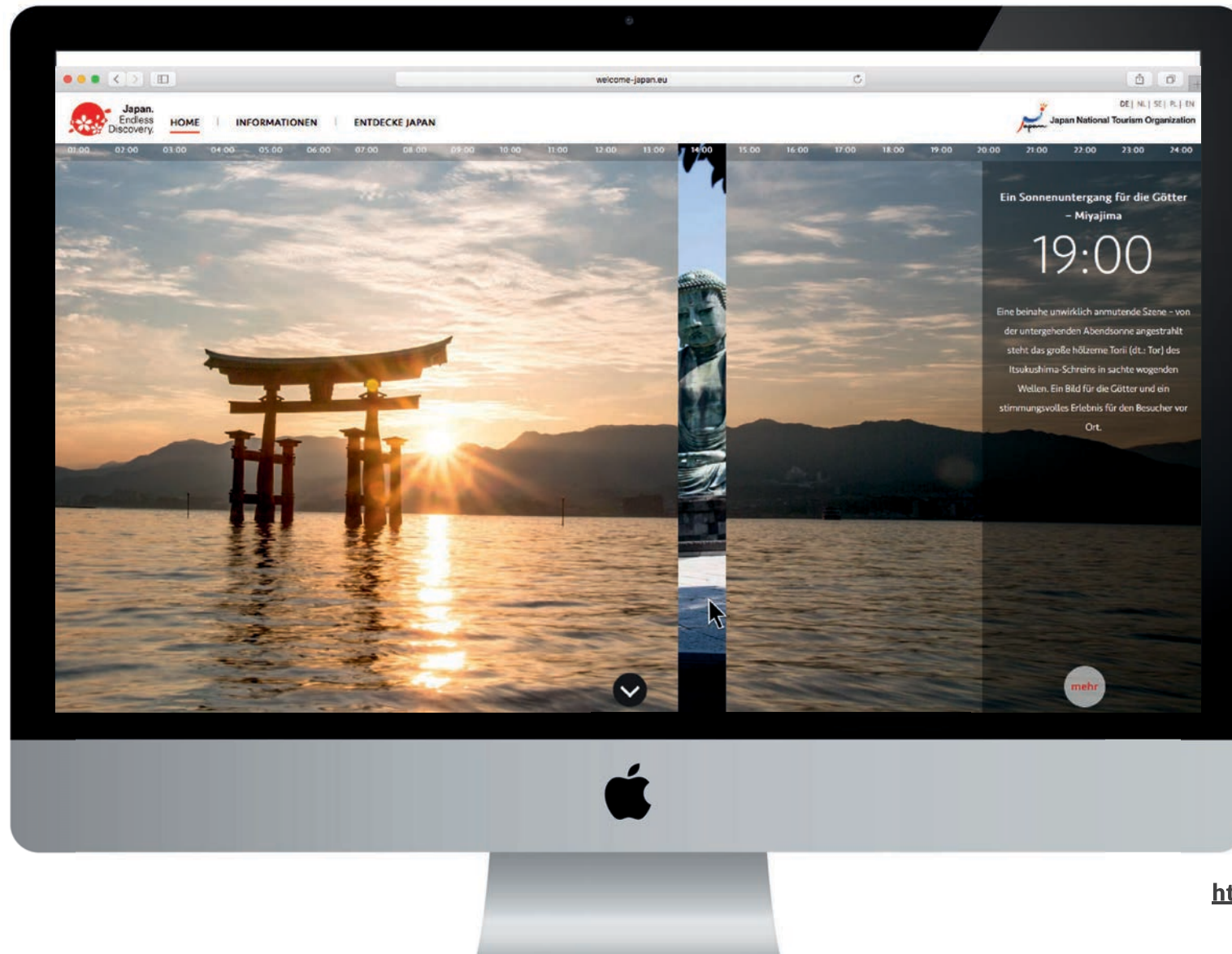
Together with a travel journalist and a photographer, we developed a fascinating tour in Japan, which presented the ideal recreation spot for every hour of the day. This was reflected in a unique supplement in some of Europe's largest daily papers, with a large sweepstakes as well as a meticulously designed pan-European website. It was further supported with out-of-home measures at airports as well as with online banners.

With more than 500,000 page views in only 6 months, more than 30,000 banner clicks, more than 27,000 participants in the sweepstakes and an immense jump in the number of visitors to Japan, this journey really paid off.





To see the case film, please press  
the play button or click on the link  
<https://youtu.be/Y6pT4pItIHQ>



Please click on the link  
to go to the website.

<http://www.welcome-japan.eu>

**24h Japan**  
Experience the perfect day.

Hiking Mt Fuji  
7:00

Enjoying sunset at Miyajima  
19:00

Japan National Tourism Organization

Win a dream holiday. Participate now. [welcome-japan.eu](http://welcome-japan.eu)

Japan. Endless Discovery.

This poster is a horizontal banner divided into two halves. The left half shows two hikers with backpacks looking at Mount Fuji across a lake, with a large red clock face overlaid in the center. The right half shows the Miyajima Torii gate at sunset. The bottom of the banner contains logos and promotional text.

**24h Japan**  
Experience the perfect day.

The onsen slip in and tune out  
17:00

Feast more than just your eyes at Dotonburi  
20:00

Japan National Tourism Organization

Win a dream holiday. Participate now. [welcome-japan.eu](http://welcome-japan.eu)

Japan. Endless Discovery.

This poster is a horizontal banner divided into two halves. The left half shows a hot spring (onsen) with large rocks and greenery, with a large red clock face overlaid in the center. The right half shows a busy street scene at night in Dotonbori, Osaka, with many neon signs. The bottom of the banner contains logos and promotional text.



**24h Japan**  
Erleben Sie den perfekten Tag!

Japan National Tourism Organization

Japan. Endless Discovery.

**ONSEN-BAD IN YUGAWARA**

Eintauchen, aufheizen, abschalten

Wohlgelagerte Wärme wandert den Körper hinauf, je tiefer ich in das weiche Wasser eintauche. Bis zum Hals sinke ich in das Becken hinein, vollständig eingehüllt von circa 40 Grad warmem Heißwasser. Nur der Kopf schaut noch heraus, der Blick ruht auf den kleinen Bäumen im grünen Garten. Onsen – das klingt viel weicher und entspannender als die harte Übersetzung „heiße Quelle“, so als wäre auch das Zen des meditativen Zen-Buddhismus im Wort enthalten. Als erstes vergessen meine Beine die Anstrengung eines bewegten Tages. Danach verlieren die Schultern die Erinnerung an die schweren Taschen. Ein bisschen Rücken, ein leichtes Geknecht durch das Wasserbecken, dann nur noch innehalten und spüren, wie der Geist auf Reisen geht. Wie er über Gärten und Straßen, Tempel und Schreine schwebt, bis er gänzlich entschwindet. Es bleibt: völlige Entspannung.

Bis die erste Schweißperle mich jäh zurückholt. Darum also haben die anderen Badegäste ihr kleines Handtuch zusammengefaltet auf die Stom geleg. Nach rund fünfzehn Minuten ist mein Körper durchhitzt, ich entsteige dem Bad, setze mich zum Abkühlen in die kleine grüne Oase. Zeit, die Umgebung wirken zu lassen. Vorne der Vorraum, die Reihe mit den Wasserhähnen, Handbrausen, Shampoos und Duschgels, wo sich alle Gäste gründlich auf Kleinen Schermeln waschen. Denn ungewaschen oder mit Shampooesten im Haar darf niemand ins heiße Nass der Quelle



Dieses lehrig-goldene Onsen-Wasser sorgt für angenehme weiche Haut.

eintauchen (Auch sollte man wissen, dass Tattoos hier, wie in den meisten Onsen, nicht erlaubt sind).

Aber nun zurück ins heiße Wasser, das so herrlich die Zeit vergessen lässt. Dabei gerät fast in den Hintergrund, dass das Onsenbad nicht nur dem Geist Gutes tut, sondern auch dem Körper. Die Durchblutung wird angeregt, Muskelverspannungen lösen sich, je nach Beschaffenheit des heißen Quellwassers tief aus der Erde, das meist noch erst auf verträgliche Temperatur abgekühlt werden muss, kann das Bad auch gegen Arthritis, Hautkrankheiten oder Bluthochdruck helfen. Und obwohl es mir langsam wieder zu heiß wird im Wasser, habe ich bereits entschieden: Ich will noch viele weitere Onsen in Japan besuchen. Schließlich ist das Land übersät mit den vulkanischen Thermalquellen, gibt es große und ganz kleine Becken, moderne und rustikale, designte und naturnahe, nach Kräutern oder nach Erde duftende, eisgoldene und kristallklare, nach Geschlechtern getrennte und gemischte, private und öffentliche, heiße und weniger heiße. Als ich entspannt nach dem Bad in den bequemen Yukata – eine Art einfacher Baumwoll-Kimono – schlüpfte, freue ich mich schon auf das magische nächste Mal. Wenn ich nach einem spannenden Tag in das Entspannungsbad glete.

Wir berichten von: Yugawara Onsen Seiransou  
www.seiransou.co.jp

**17:00**  
Im Onsen, dieser japanischen Art des Spa, taucht der Besucher bis zum Hals ein ins heiße Thermalwasser.



Tief aus der Erde sprudelt das heiße Thermalwasser an die Oberfläche – und bietet im randvollen Becken Entspannung für Körper und Seele.



**18:00**  
Erst in Japan erlebt man die Feinheiten, die perfektes Sushi von sehr gutem Sushi unterscheiden.

Galerie der feinen Geschmäcker: Ganz links der O-Toro, der fetteste Thunfisch. Daranbei der mittelfette Chu-Toro.

**SUSHI IN TOKIO**  
**O-Toro!**

Ich dachte, ich kenne gutes, auch sehr gutes Sushi. Der Thunfisch schmilzt auf dem Gaumen, das Wasabi kitzelt die Zunge und der mit Reisessig vermischte Reis ist weder trocken noch feucht. Die Sojasaße verstärkt den Geschmack des Fisches noch ein wenig. Außerdem gehe ich lieber zur Sushi-Bar als zum Laufband-Sushi, um dem Sushi-Meister bei der frischen Zubereitung zuschauen zu können. Wie er das Messer im etwa 30 Grad-Winkel ansetzt, um aus dem großen Fischstück ein kleines Stück herauszuschneiden. Dann die Finger mit Essigwasser benetzt, damit der vorbereitete Reis nicht an ihnen haften bleibt, und den Reis fingerfertig in Form bringt. Einen Hauch Wasabi darauf gibt und zum Schluss Fisch und Reis vereint. Alles schon gesehen und bestaunt.

Aber nach meinem Besuch in Japan werde ich Sushi nie mehr so essen können wie früher. Denn ich weiß jetzt, wie perfektes Sushi schmeckt. Das beginnt bei den Details. Sushi, bei dem selbst das getrocknete Noni-Algenblatt für sich genommen ein Hochgenuss ist: Ein wenig knackig, ein wenig salzig, eine Prise Meer. Dazu eine Sojasaße, die nicht aus der Fabrik stammt, sondern im Hause mit Gewürzen selbst abgeschmeckt wurde, damit sie den Fisch begleitet, aber nicht ertränkt. Wasabi, gerne ein wenig mehr, damit das Geschmackserlebnis ganz schnell zwischen Fisch und Reis hin und her saust. Und natürlich der Fisch. Frisch, groß, zart. Er steht im Mittelpunkt. Mal salzig, wie die Rossmakrele. Mal schmelzig wie der Meeraal. Und mal voluminös wie der Lachs – der sich gerade bei jungen Sushi-Fans steigender Beliebtheit erfreut.

Aber wieso nur Fisch? Ein leckeres Stück Krebsteilchen, bloß nicht zu verwechseln mit dem Imitat Surimi, begeistert mit seinen reichen, zugleich zurückgenommene Aromen. Der Seigel Uni, cremig, salziger als Fisch, weniger salzig als Fischrogen. Die frische, weiche Jumbo-Garnelle. Der salzig-knackige Heringsrogen, der überraschend trockene Mantis-Shrimp. Und natürlich ein schönes Stück Tamago, dieses leicht süße, im Inneren noch etwas feuchte japanische

Omelett – wobei die Behauptung, die Güte eines Sushi-Restaurants erkenne man an der Qualität des Tamago mit einem scheuen Lächeln der Chefin ins Reich der Mythen verwiesen wird.

**Zum Schluss der Höhepunkt, die Thunfisch-Trilogie:** Maguro, der typische Thunfisch, relativ fettarm. Tofirof liegt er auf dem viel zu kleinen Reisbett. Chu-Toro, der mittelfette Thunfisch, schon deutlich heller gefärbt vom Fett, aber ganz zart.

Und ganz, ganz am Ende – weil man beim Sushi mit den dezenten Geschmäckern beginnt und mit den starken Noten endet – der König des Thunfischs: O-Toro, der ganz fette. Respektvoll greife ich mit der Hand nach dem O-Toro-Nigiri. Denn ich habe gerade gelernt: Vom Holzbrett, das an die traditionelle japanische Holzandale Geta erinnert, kann man Sushi gerne mit der Hand essen. Eine leichte Drehung aus dem Handgelenk, damit zuerst der Fisch die Sojasaße berührt. Dann in einem Stück in den Mund. Erstaunlich fest, unwiderstehlich lecker. Oh, dieser Toro.

Wir berichten von: Tsukiji Tama Sushi Harumi-dori  
www.tamasushic.jp  
Geöffnet: 11:00 – 23:00 Uhr



Der Sushi-Meister bei der Zubereitung.



## MORE THAN MEETS THE EYE.

BioMonitoring: compulsory and voluntary at the same time for all food and beverage processing plants, cosmetics manufacturers and pharmaceutical companies.

The customer briefed a campaign that on the one hand positioned Merck Millipore as THE reliable partner with comprehensive service, but also dramatizes the ease of use of the test methods.

The result was this emotional campaign for a complex topic that communicates subliminally: BioMonitoring with Merck Millipore is a piece of cake.



There is more to safety than meets the eye. BioMonitoring by Merck Millipore.

BioMonitoring is about more than innovative microbiology testing methods. At Merck Millipore we also provide regulatory expertise, comprehensive service – and trust. For that one result which is invaluable: safe products. That's how we define new standards in safety. Test for the best at [www.merckmillipore.com/biomonitoring](http://www.merckmillipore.com/biomonitoring)



Merck Millipore is a division of  MERCK



There is more to safety  
than meets the eye.  
BioMonitoring by  
Merck Millipore.

BioMonitoring is about more than innovative microbiology testing solutions. It's a comprehensive approach providing regulatory expertise, comprehensive service, and trust. Our solutions help identify unwanted contaminants in food quickly and reliably to produce that. For that one invaluable result: safe products.  
[www.merckmillipore.com/biomonitoring](http://www.merckmillipore.com/biomonitoring)



Merck Millipore is a division of 



There is more to safety  
than meets the eye.  
BioMonitoring by  
Merck Millipore.

BioMonitoring is about more than top-quality microbiology testing solutions. It's a comprehensive approach: we're also providing regulatory expertise, substantial service – and trust. This is vital for the highly regulated cosmetic industry. For that one invaluable result: the safety of your products.  
[www.merckmillipore.com/biomonitoring](http://www.merckmillipore.com/biomonitoring)



Merck Millipore is a division of 



There is more to safety  
than meets the eye.  
BioMonitoring by  
Merck Millipore.

BioMonitoring is about more than state-of-the-art microbiology testing solutions. It's a comprehensive approach providing regulatory expertise, comprehensive service – and trust. These are crucial factors for the beverage industry and municipal water suppliers to get that one invaluable result: safe products.  
[www.merckmillipore.com/biomonitoring](http://www.merckmillipore.com/biomonitoring)




Merck Millipore is a division of 



There is more to safety  
than meets the eye.  
BioMonitoring by  
Merck Millipore.

BioMonitoring is about more than top-quality microbiology testing solutions. It's a comprehensive approach: we're also providing regulatory expertise, substantial service – and trust. This is vital for the highly regulated pharmaceutical industry. For that one invaluable result: the safety of your products.  
[www.merckmillipore.com/biomonitoring](http://www.merckmillipore.com/biomonitoring)



Merck Millipore is a division of 

In terms of taste, instant coffee can hardly be distinguished from its freshly brewed counterpart. Only the non-existent scent exposes the „fake“. But thanks to state-of-the-art technologies, the new Nescafé now also smells deliciously like freshly brewed coffee. This was amusingly communicated through late night talkmaster Harald Schmidt.

Please click the link to watch the TV commercial:

<https://youtu.be/fx5pQ7Okrao>



An incorruptible proof of quality for a good cappuccino is the milk foam. To show that Nescafé Cappuccino's foam is particularly rich, we invented the „cookie test“, and Rudolf Moshammer is about to show us how it's done.

Please click the link to see the TV commercial:

<https://youtu.be/k1RCnmo3Ei0>



## CLIENTS

Finance	<b>Credit Suisse // Deutsche Bank // Dresdner Bank // Mastercard // savedroid // Advanced Bitcoin Technologies</b>
Consulting	<b>accenture // PwC // Deloitte</b>
Automotive	<b>Honda // Porsche // Opel</b>
Transport & Travel	<b>JNTO // Lufthansa // Cunard // Thomas Cook</b>
Food & Beverages	<b>MAFF // Nissin // Barilla // Danone // Nescafé // Nesquik // Caro // Holsten</b>
Technology	<b>Panasonic //Hitachi // Intel // Microsoft // LG</b>
Pharmaceutials	<b>BASF // Merck // Lohmann &amp; Rauscher</b>
Industry	<b>Trevira // Vaillant // FAG Kugelfischer // Pohlschröder // Siedle // Roto</b>
Drinks & Tobacco	<b>Camel // Deutscher Wein</b>
Energy	<b>RWE</b>
Lifestyle	<b>Porsche Design</b>

## AWARDS

- 2012 Bronze, DDP, Integrated & Direct, Lufthansa, Welcome to the Spray
- 2009 Nominee, Designpreis der Bundesrepublik Deutschland, Credit Suisse
- 2008 International Sponsoring Award, Credit Suisse, Campaign for the EM 2008
- 2008 Finalist, AME Awards, Credit Suisse „Thinking New Perspectives“ Campaign
- 2006 Shortlist TV, ECON, Nescafé Cappuccino „Kekstest“
- 2006 Shortlist TV, Comprix, BRK „Traffic Light“
- 2006 Award of Excellence in Communication Arts Photography, Credit Suisse
- 2006 Grand Prix, Best Poster, EFMA, Credit Suisse „Fishing“
- 2006 Shortlist, MIDAS Awards, Credit Suisse Youth Advancement
- 2006 Finalist MIDAS Awards, Credit Suisse, New Perspectives Campaign
- 2006 Silver MIDAS Awards, Best Photography, Credit Suisse, New Perspectives Campaign
- 2006 Finalist New York Festival, Credit Suisse, New Perspectives Campaign
- 2006 Finalist Golden Award of Montreux, Credit Suisse, New Perspectives Campaign
- 2005 Shortlist, LIAA, Nesquik „Hummel“
- 2005 Shortlist, The Globals 2005, DTC TV Advertisement, BRK „Traffic Light“
- 2005 Shortlist, The Globals 2005, Consumer TV Announcement, BRK „Traffic Light“
- 2004 Finalist, GWA EFFIE, Nescafé Klasse Kaffee
- 2004 Finalist, FAB 2004, Nestlé „Espresso Mashine“ TVC
- 2004 Shortlist, 16. Golden Award von Montreux, Nescafé Classic „Lift“
- 2004 TV-Spot of the year, ECON, Nescafé Classic „Lift“
- 2004 Nominee, VDW 2004, Nescafé Classic „Lift“
- 1995 Merit, ADC Deutschland, Self-portrayal Rempen & Partner
- 1994 Merit ADC Deutschland, Juniortalent of the year

**Florian Schreiber**  
**Habsburgerallee 87**  
**60385 Frankfurt**

**[www.florianschreiber.com](http://www.florianschreiber.com)**  
**[mail@florianschreiber.com](mailto:mail@florianschreiber.com)**

**T +49 69 17428692**  
**M +49 151 11860552**

**Copyright:**

All works are copyright protected. The copyrights belong to the relevant agencies or clients. Any utilisation requires the prior written permission of the author or the owner of the rights.

© Florian Schreiber 2021