“Bridging the gap between strategy and creativity is key to successful brand communications.”

A philosophy both Sommer brothers believe in – Leonard and Gordon.
We believe in the power of creative strategies

It’s common knowledge that the human brain carefully distributes work between the two hemispheres. The left hemisphere is responsible for all the logical, quantitative and analytical thinking to do. The right hemisphere is called on to use its intuition and creativity. But what matters most in this context is how well the two halves work together. Integrated thinking has little to do with one half of the brain keeping busy. It’s all about both halves working in unison.

At SOMMER+SOMMER, two brothers work in unison. Each has different strengths. So each complements the other – in a kind of synergistic exchange between the two hemispheres of the brain. Gordon Sommer is the strategy man. Leonard Sommer is the creative. The close way the two work together – juggling strategy and creativity – cascades down throughout the whole agency and is ultimately reflected in its drive to achieve advertising excellence. Crystal-clear analysis, specific goals, pertinent positioning, exceptional executions, a pragmatic approach to implementation. The most successful solutions stem from the ability of Sommer+Sommer to bridge the gap between strategy and creativity, at every stage of the value chain.
Lena Gercke was cast as a potential successor to Heidi Klum in the high-profile TV show “Germany’s Next Top Model.” So, like Heidi, she was also chosen to promote Katjes licorices.

For the “Cat’s Paws” TV spot, SOMMER+SOMMER decided to play to the mystical aura licorice enjoys in Germany. Just one bite of a soft licorice cat’s paw is enough to turn Lena into a wild kitten herself – as she pads and hops her way across the big city’s rooftops with her dream date. Or was it just a dream?
For years, Heidi Klum used colorful Katjes Yoghurt Gummies as toenail separators whenever she was putting on her nail polish – in the TV spot. Now, it was time for Lena Gercke to step into her mentor’s shoes and assume the lead role for Katjes’ leading brand.

In the spot, the fat-free candy is portrayed in a new light: Lena Gercke’s not impressed with phat cars, phat music or phat bling. She goes her own way. Because fat’s not her thing.
When Deutsche Börse introduced Xetra-Gold, it was the first time it had launched tradable securities of its own. Xetra-Gold has all the advantages of shares with the added security of gold bullion.

To hedge against losses on the financial markets, analysts recommend investing between five and ten percent of a portfolio in gold.

Why? Resources have become increasingly scarce in recent years, yet gold has continued to appreciate steadily. Xetra-Gold can be traded in just like any other security. But, unlike other gold-based securities, the gold you buy with Xetra-Gold really is locked away – in the safest safe in Germany. So if you want, they’ll actually send you your gold.

SOMMER+SOMMER was invited to provide creative support for this innovative investment product. Aside from classic ATL advertising, SOMMER+SOMMER wrote marketing collateral for the product and an online campaign. The SOMMER+SOMMER campaign helped thrust Xetra-Gold into pole position, as the European market leader in the gold segment. Current market share: approx. 60 percent.*

*As of July 2009. Source: Deutsche Börse
RAVENSBURGER TOYS
TV CAMPAIGNS
RECENTLY LAUNCHED GAMES

The number one German toys and games company, Ravensburger, extended its range with the simultaneous launch of two exciting family games: a detective adventure called "Wer war's" [who was it?] and a dice thriller called "Can't Stop." SOMMER+SOMMER created TV spots for both.

"Wer war's" [Who was it?]
"Wer war's" quickly became Ravensburger's leading product in 2008 when it sold 220,000 copies. As if that wasn't enough, in July 2009, "Wer war's" was still the top-selling children's game of the month.* For the first time in Germany, the official "Children's Game of the Year" sold even more copies than the "Game of the Year."*

The idea behind the game is simple yet ingenious: Talking animals give the players clues, which they need to solve the mystery of the theft of a magic ring. But players can only solve the mystery and catch the thief if everyone sticks together.

In the high-impact TV spot, SOMMER+SOMMER allows the real world of the players to mingle with the fantasy world of the game. Cartoon animals help the children follow the trail.

"Can't Stop"
In the TV spot, SOMMER+SOMMER showed just how addictive the game can be by dramatizing it. The spot shows a boy who simply can't resist temptation and gambles everything on one throw. Even when a huge STOP sign slams down right in front of him, he still can't stop rolling the dice. In the end, he beats both of his opponents, but the emotions run high – and the spot plays up the tension and buzz that the gameplay creates.

*Source: Eurotoys 2008 and 2009
Apart from advertising to the main target group for contact lenses – women – CIBA Vision also decided to run a print campaign to pitch its one-day contact lens, DAILIES®, specifically at men. To address the differing needs of each sex, SOMMER+SOMMER proposed two executions, each playing to the different psychology of the target group. To reinforce the campaign, the ads ran in parallel with a trial promotion at optometrists and an online campaign.
Turning the spotlight on blockbusters and cult films has to be one of the most fulfilling assignments in advertising. SOMMER+SOMMER has promoted a variety of films for Paramount, in each case as soon as the movie started showing in theaters. This has involved print ads, posters, packaging design, TV, and movie theater ads. By now, we’ve run so many campaigns that probably the best thing to say at this point is: SOMMER+SOMMER proudly presents the highlights of six years’ work with Paramount.

At last on DVD – the first series of “Star Trek,” the cult TV sci-fi series. An advertising campaign, boldly going where it should for such a high-profile launch. So it even involved promotional postcards in bars and restaurants, the final frontier (above).
SOMMER+SOMMER designed everything, from the packaging to sales materials, POS materials, TV trailers and the entire DVD release. “Indiana Jones” was the most successful launch of the year.

“Once Upon a Time in the West,” a defining movie in the history of westerns, finally on DVD and at the POS. Special promotional item: the Collector’s Edition, complete with wooden box and harmonica.
The SOMMER+SOMMER “Get your animal home” campaign – which won gold at the Pharma Comprix advertising awards – aimed to accomplish two things. First, help Pfizer Animal Health highlight how serious the situation had become in animal homes throughout Germany. Second, appeal to people’s feeling of responsibility in taking care of animals. True animal lovers are not just interested in fluffy puppies; they could also think about taking in a grown-up animal from an animal shelter. The results achieved by the SOMMER+SOMMER campaign: billings worth more than 1 million euros.

The campaign has already been run in 13 German cities on over 15,000 poster sites (adshel format/bus shelters), sponsored entirely by companies, charities and donors. The true impact of the national campaign comes into its own at night, especially when the posters are back-lit: With light coming through the poster, the animal looks as if it’s behind bars.

www.hol-dir-ein-tier-heim.de
Brand design, advertising, printed materials, promotions, press relations and website – the Blue Angel underwent a complete overhaul to mark its 25th birthday.

SOMMER+SOMMER has been managing the account for the oldest environmental certification label since 2002, including all aspects of brand communication and joint marketing campaigns involving a variety of official institutions and companies in trade and industry that have gained certification.
Notinsel is a nationwide campaign for the protection of children in public areas in Germany. The idea behind the campaign is that partners of "Notinsel" children provide shelter or a place of protection in their shop or business if a child suddenly needs help. The project was launched in the city of Karlsruhe in 2002 from where it soon spread out across the whole of Germany to over 100 cities, including Berlin, Hamburg, Cologne and Dresden. There are now thousands of "Emergency islands" for children to turn to when they need help from a grown-up, with more islands opening every week.

SOMMER+SOMMER also played a part in the campaign, with a theater, TV, radio and poster campaign, as well as other marketing materials.

„Die Jungs aus der 9b wollten Hackfleisch aus mir machen.
Aber der Metzger hat mir meine Haut gerettet.“
As in previous years, the international toy company vtech enjoyed strong growth in 2008. For the third year in a row, vtech topped the league of best-selling products in the German toy market. SOMMER+SOMMER adapted vtech’s international TV campaigns to the German market and for the first time in 2008, wrote the European TV ad for the V.Smile Cyber Pocket, a portable play-and-learn system.
Duschdas extended its toiletries portfolio into deodorants in 2003. Duschdas deodorants are now available in a spray and roll-on version in seven fragrances. To add impact to the new range of deodorants, Sommer+Sommer promoted the brand in 2008 with a broad-reaching advertising campaign. The campaign, which ranged from press ads to TV and a new website, helped Duschdas deodorants raise sales by 12 percent* at a time when the overall market was only growing by three percent. Duschdas thus grew faster than all other brands in the segment in 2008.

*Sourc: IRI, scanning data for retail and drugstore outlets.
In 2009, Sara Lee Germany extended its duschkas toiletries range with a functional product: duschkas alum deodorant. SOMMER+SOMMER wrote a national launch campaign to promote the new deodorant. Duschkas alum deodorant is the first spray deodorant to contain only natural alum crystals as the active deodorizing ingredient. This USP was used by SOMMER+SOMMER to highlight the benefits of the new premium duschkas product with press ads, 64-sheet posters and “Citylight” posters (adshel/bus shelter format). The campaign featured Nora Nagalle, the German model and musical star.

SARA LEE COSMETICS GERMANY
DUSCHDAS ALUM DEODORANT
PRINT AND POSTER CAMPAIGN

www.duschdas-alaun.de
The sort of sommer you always look forward to!

Left brain, right brain, or both at the same time – a meeting with SOMMER+SOMMER always results in good ideas.

We look forward to meeting you.

Leonard Sommer    Gordon Sommer