

# ANNIV

## **Anna van Ommen**

Copywriting - Adaptations - Journalism  
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I develop creative concepts for all media, in English and in German. My services also include copy adaptations in both languages. I work independently for clients and agencies, or team up with Art Directors when required. Additionally, I write for German language newspapers as a freelance London correspondent.

## **Selection of projects from 2001 to present by category:**

### **Automotive**

**BMW:** Start/Interone, Munich:  
BMW 3 Series Edition and Premium Selection  
Print ads. Copy ideas, radio ads and TV scripts  
for new 7 Series

**Kia:** David & Goliath, London/Frankfurt:  
Devised new sales brochure concepts. German  
claim development for new Kia cee'd. Press ads  
and microsite for cee'd and Venga.  
Kia Sportage: Geneva Motorshow Flyer 2010

**Mercedes-Benz:** Various agencies including  
Springer & Jacoby, Jung von Matt, RMG:  
brochures, web and CRM

**MINI:** CRM leaflet and brand co-operation drive

**Toyota:** Saatchi & Saatchi Design:  
Various automotive sales brochures and web  
copy for www.toyota.eu

**Volvo:** SapientNitro London:  
Brand and range showroom leaflet for new  
'There's more to life than a Volvo' campaign

**Volkswagen:** BMP DDB:  
VW Golf (4 radio ads), VW Bora (press)

**Vauxhall/Opel:** McCann Erickson Frankfurt:  
On- and off-line Vauxhall Agila sales launch,  
English adaptation

**Porsche Carrera Cup UK:** Jotasport/  
Zerocollective: German PR and website

**Bentley Automotive:** Motorvate:  
Pitch for Continental Flying Spur literature

**Maserati:** Motorvate:  
Pitch for new Granturismo launch

**Infiniti:** Lloyd Northover: CRM literature to  
accompany new luxury car launch

### **Fashion & youth brands**

**TK Maxx:** Advertising campaign and website  
for store launch in Germany. Regularly create  
web copy for tkmaxx. de autumn/winter and  
spring/summer season

**Wonderbra:** IRIS Nation: web campaign

**QIU:** Ad campaign and PR for streetwear brand

**NDS:** Swiss accessories label, PR

**Timberland, Nike:** WorldWriters: English-  
German copy adaptations (press, tv, radio)

### **Luxury Goods**

**AEG:** Adversion, London. German campaign  
adaptation for premium brand relaunch

**A. Lange & Söhne:** Brand Advocate, London:  
Name development for new premium watch

**Bermondsey Square, SE1:** Flip group:  
Campaign ideas for property development

**Per Aquum:** Flip group: Advertising campaign  
and DM for shared ownership luxury villas,  
Seychelles

### **Telecoms and Technology**

**German Telekom/T-Systems:** Philipp &  
Keuntje, Hamburg: Brand Book, English copy  
adaptation

**Logitech:** Scholz & Friends, Berlin.  
English B-2-B print ad and web copy for new  
Unifying wireless receiver

**Sony Ericsson:** IRIS Nation, London:  
website and integrated campaign (B-2-B)  
for cybershot phone

**Carphone Warehouse/3:** WDMP, London:  
Inhouse marketing pieces for store managers,  
various DM ideas

**Siemens:** BBDO Düsseldorf:  
Brand campaign adaptation, German-English

**Intuity Media Lab:** English and German  
website for User Interface design studio

### **Business and Financial**

**EOS Financial Solutions:** The Adstore,  
Hamburg: Direct Mail, pan-european website,  
claim development

**Promerit:** Together Design: key messages/  
branding project and corporate brochure for  
Talent Management Company

### **Miscellaneous**

**Red Bull:** Red Bull Creative Salzburg: German-  
English copy adaptations for brochures: Flying  
Bulls and Hangar 7, Red Bull's exhibition and  
entertainment centre. Print ads for Red Bull  
New York football team

**Cuprinol:** McCann Enterprise, London.  
Devised 3 brand campaign concepts for leading  
timber treatment brand

**EasyJet:** Publicis Berlin:  
easyJetplus' international web launch, radio ads  
and e-shots, English adaptation

**A-ROSA:** English claim adaptation for river  
cruise company

**Warner Brothers SixFlags adventure park:**  
Ad campaign adaptation: TV, radio, press

**Royal College of Art:** Promotional material for  
"Innovation Unit" Product Design Course

### **Full-time employment**

**1996 to 2000 – Copywriter  
Springer & Jacoby/E-fact. London:**  
Accounts: Mercedes-Benz, Smart, TUI,  
German Telekom, Wall AG, Rosenthal. German  
copywriting for literature, exhibition concepts,  
web, press; English - German adaptations

**1995 to 1996 – Linguist/Writer  
Advertising Register Group, London:**  
Translation of French and German  
advertising into English

**Advertising Workshops**  
D&AD Spring Workshop 2001  
D&AD Winter Workshop 2002

### **Education**

University of North London  
BA Combined  
Culture & Communication Studies,  
Politics, French

University of Hamburg, Germany  
Political Science, French & Journalism

### **Languages**

German (mother tongue)/Swedish/  
French/(Dutch)