

Amelie Harich Helps Shape Another Powerful Ad Agency: Antoni Katjes

German account director Amelie Harich has been tapped to help open the new German ad agency Antoni Katjes.

LOS ANGELES, CA, UNITED STATES, November 28, 2017 /EINPresswire.com/ -- Advertising account director Amelie Harich has been tapped to help open the ad agency Antoni Katjes, an exclusive one-client agency that will focus on the branding and upcoming campaigns for German candy company Katjes. In 2015 Harich became a founding member of Antoni, the exclusive agency for Mercedes-Benz in the European market, and she's been consulting for Daimler AG ever since. She will now serve as account director for Antoni Katjes, which will be the third ad agency she was involved in opening in three years.



Account director Amelie Harich

About landing Katjes, which was founded in 1950 and remains family owned, Harich explains, "Katjes approached us because they are looking to establish a strong new brand image. Their CMO has heard a lot about our creative output, especially 'Grow Up.' Also, he finds the thought of having an exclusive agency construct, working for Katjes only, very attractive."

One of the things that makes Antoni such a unique agency is their 'no pitch' policy, which stems from their mission to create a one-on-one partnership with their clients. Harich says, "We don't see ourselves as suppliers only."

As a founding member of Antoni Mercedes-Benz, Harich was ushered into a pivotal role as the ad agency's account manager where she contributed to many of the campaigns Antoni created for the European market for Mercedes over the past two years, including the incredibly popular "Grow-Up" campaign, as well as some that aired in the U.S., such as the Coen Brother directed "Easy Driver" Super Bowl commercial featuring Peter Fonda.

"With 'Grow-Up' we created an unseen and unusual campaign for such a traditional brand. We created over 100 moving image assets which were used on social media and on different online hubs and over 90 still images," explains Harich. "With this campaign, we wanted to move away from the classic car advertising and more to a lifestyle, fashion look and feel, which does not only feature the car, but puts real people in the focus."

With the creativity and innovation that went into the campaigns Antoni did for Mercedes-Benz and their overwhelming success, with "Grow-Up" specifically earning the coveted Bronze Entertainment Lion in the Online Fiction Series category at the Cannes Lions International Festival of Creativity earlier this year, and being shortlisted for countless other awards at the festival, it's not surprising that Katjes chose Antoni to open a new agency focusing solely on the company's brand design.

As the account director for Antoni Katjes, Harich is in charge of advising the client on a daily basis,

securing an efficient agency structure, supervising the cost and timing of the campaigns, as well as organizing all of the film and photo shoots that will take place internationally on behalf of the client.

Harich explains, "We are currently working on the first big bang brand campaign which will be on air by the end of January 2018. The team works really well and I am happy we picked the right staff for this client."

Amelie Harich has proven herself to be an incredibly strong negotiator who is able to see the bigger picture and ensure that the creatives involved in each project stay focused on the campaign without getting lost in the details.

Antoni creative director Marcell Francke says, "Amelie has become my external brain over the years. She is a 100% reliable and always thinks ahead. When I am planning the next day, she is already planning the day after that. Even when working on very complex projects, she doesn't lose common sense and is always good for a laugh. That she is highly valued at our agency is also shown by the fact that she was chosen to submit all of our work at the awards, which is always a sensitive issue with creatives."

Harich began her career at German ad agency Serviceplan where she perfected her skills in the field as their junior account manager handling both national and international clients such as BMW, LEGO and Ooredoo. While at Serviceplan Harich was involved in several award-winning campaigns such as Lego's "Blind Art Project," which earned six Gold Awards at the AME Awards, a Silver and Bronze Lion from the Cannes Lions International Festival of Creativity. During her time at Serviceplan Harich also began her her Master's degree in Advanced Marketing Management at the Steinbeis School of Management and Innovation Berlin, which she completed last year.

After nearly three years at Serviceplan Harich was tapped to become a founding member of top ad agency ANDRE where she served as account manager on a number of international campaigns featuring celebrities and high profile models such as Claudia Schiffer. After helping to found ANDRE with legendary creative director Andre Kemper, Harich was asked to help found Antoni Mercedes-Benz shortly after.

Now fully involved with opening a third ad agency, Amelie Harich says, "It is unusual to have the chance to shape an agency, its culture, its atmosphere, its attitude, its reputation and everything that goes with it from the scratch. It feels very different than coming into existing rules and habits. I really enjoy bringing in my own ideas and conceptions of how I think an agency and a team should work. Also, it's always an advantage to be the first contact of the client in an agency. You establish a relationship differently."

As a female in a field where leading positions are primarily dominated by men, Harich is passionate about empowering other women, something she has actively pursued as a member of the organization She Says. A global creative network for women that has a presence in 40 cities around the globe, She Says organizes events and conferences for women in creative industries.

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