

Profile

Founded in 2007 as a Taiwanese joint venture, we develop creative solutions for all communication channels – online as well as offline. We combine our passion for creativity with a devotion to strategy and market analysis.

Locations

Shanghai (Headquarter), Hong Kong, Berlin

Management

Arthur Chan (Project Director),
 Alf Frommer (Head of New Business),
 Rüdiger Hamann (Managing Director),
 Roger Lee (Executive Director),
 Anne Rottig (Director of Communications),
 Ted Tao (Co-Founder and Creative Director)

Team

More than 30 staff members and a wide network of freelancers, partners and suppliers providing extensive resources and support in various fields such as photography, copywriting & translation, video production, sourcing, sound engineering, exhibition construction and location scouting.

Services

Creativoo works interdisciplinary, offering services in:

Strategy & Identity

Market & Brand Analysis, Consulting, Brand Development & Brand Management.

Communication

Corporate & Customer Relations, Marketing, PR, Advertising & Media, Event Planning.

Design

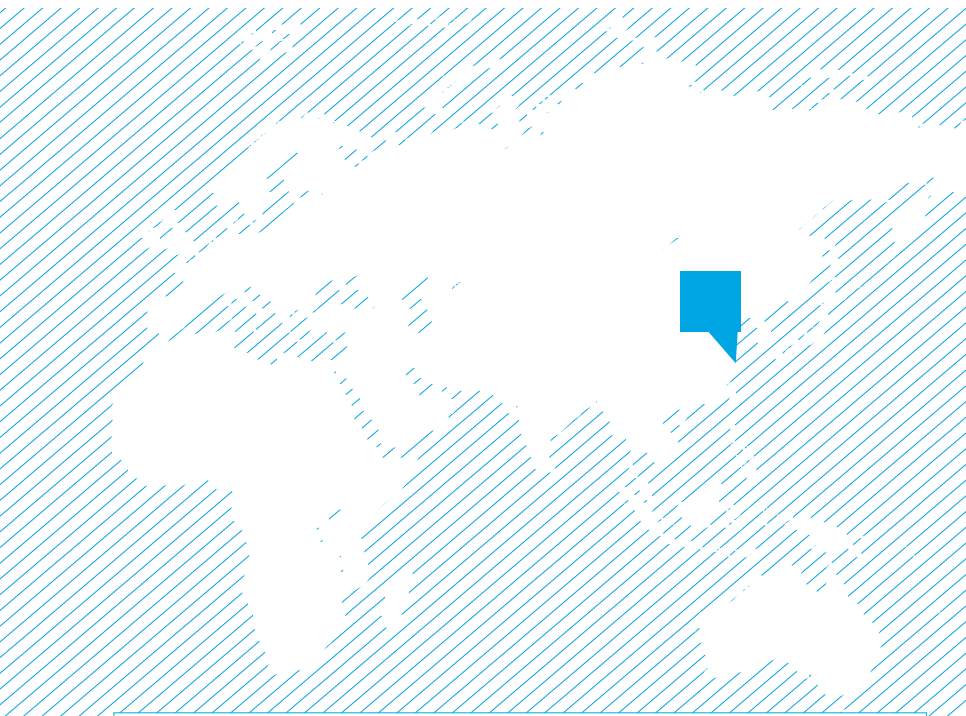
Corporate Design, New Media Design, Product Design, Space & Retail Design.

Implementation

Event Production, TV & Film, Technical Realization, Set-Up, Production-Line-Support, Sourcing & Production Management.

Clients

Creativoo has developed and achieved company and brand presence for clients FIAT, +GF+, General Motors, Goethe Institut, Grand Marnier, Hainan Airlines, Hello Kitty, MICHALSKY, MoCA Museum of Contemporary Arts, Neutrogena, Rentokil Initial, SAIC, Unilever Food Solutions and many more.



Management

Ted Tao

As co-founder, Ted has been leading the team to realize numerous projects for renowned brands such as Unilever, General Motors, Rentokil, Fiat and Barbie. Hailing from an industrial design background, and influenced by project experiences in Taiwan, Singapore, Europe, Japan and China, he has developed an all-around understanding of design and branding, along with a true passion for creativity and a sense for detecting the latest trends. Ted has proven on numerous occasions his dedication to the needs of his clients.

Anne Rottig

With a background in Social and Economic Communications, Anne has been working in marketing and design since 1998. Over the past seven years, she has been divvying up her work between Germany and China, working in exchange projects for clients the Berlin Senate, the State of Saxony-Anhalt, Goethe Institute, DMY Design Festival and Create Berlin. As a founding member of Berlin China Cultural Bridges e.V., she develops and manages cultural exchange projects between China and Germany. At Creativoo Shanghai, Anne serves as the German liaison and coordinates Creativoo's international business.

Roger Lee

With an international business background from Taiwan, Roger is also a passionate music producer. Having worked in the event management field organizing major entertainment events with international music celebrities, he later extended his range of expertise to public relations, project management and marketing consultancy. With more than 20 years of event experience in the event industry, he not only heads Creativoo's events team, but is also the proverbial glue that binds the company together merging clients' wishes with creative muse.

Shanghai (Headquarter) - 23 staff members

Creativoo was founded in April 2007 in Shanghai, and within just four years, it has transformed from a small design studio to a successful international full-service creative consultancy. Creativoo Shanghai coordinates the agency's overall local and international activities, working with clients from around the world.

Management

Alf Frommer

After studying political science, Alf Frommer successfully works in the advertising field for 14 years, most recently as Creative Director. He has conceived campaigns for renowned agencies McCann Erickson, BBDO/ Interone and Zum Goldenen Hirschen and for high-profile accounts such as Siemens, BMW and Audi. He has not only won numerous national and international awards, but also the hearts and confidence of his clients. At the beginning of 2011, he joined the newly-launched Creativoo Berlin, where he is responsible for client relations and project management.

Rüdiger Hamann

From the very start of his career, Rüdiger Hamann, a professionally trained photographer, had already shot campaigns for agencies Grey and Counterpart, and clients such as Sony, Tattinger, EMI and Electrola. He later moved on to art-buying for Zum Goldenen Hirschen, Kolle Rebbe and Melle Pufe, where he was in charge of campaigns for Gauloises, Gruner & Jahr and DK Bank. Since 2001, he has led Foto-Union, a renowned German agency for photographers as a managing partner. At Creativoo Berlin, he is in charge of client relations and consulting.

Berlin (Branch) - 5 staff members

Founded in April 2011, Creativoo Berlin spans the bridge for all internationally-oriented companies and agencies to China, offering professional project management and comprehensive consultancy for all issues in entering the Asian growth market.

Management

Arthur Chan

Growing up in an environment of fashion and retail, Arthur has developed an instinct for business strategy from research, branding, online and offline marketing to merchandizing and strategic development. With a strong background and degree in financial management, he has managerial experience with some of the top companies in the retail industry (both online and offline) and a keen understanding of business-based technology.

Hong Kong (Branch) - 3 staff members

Creativoo's Hong Kong branch office opened in January 2008, focusing its work on our in-house product design lines. Additionally, the office operates as a sourcing hub for local and Asian OEM suppliers and coordinates the Creativoo's design pool of renowned and young, experimental designers throughout Asia.

Shanghai (Headquarter)

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