

Jonas Meyer

— text, concept, direction

Berlin, October 13, 2022

Hey there!



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I'm a Berlin-based storytelling professional
with a big ❤️ for words and visuals,
working on the edge of brand communications,
journalism and art.

As an experienced freelance copywriter, concept creator and director, I've had the pleasure to work for a wide variety of companies, people, and institutions:

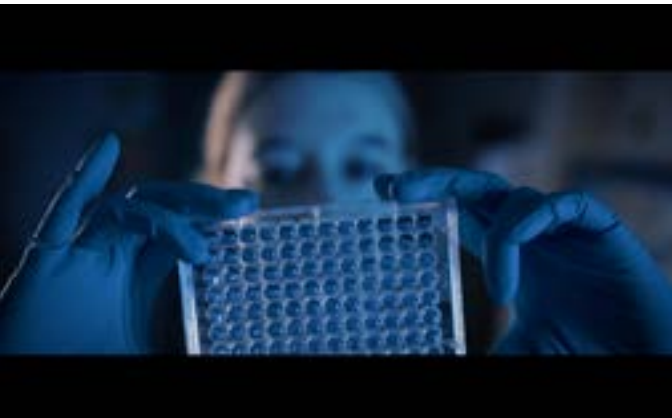
Axxum / Bayerische Bauindustrie / BerlinLinienBus / Beiersdorf / BMW / Bundesministerium für Gesundheit / Bürger / C/O Berlin / Campus Buch / Deutsche Apotheker- und Ärztebank / Forum Moderne Landwirtschaft / Friedrichstadt-Palast / Gesobau / Goldner / HSH Nordbank / Kilian Kerner / Sven Marquardt / McFit / MINI / Mercedes-Benz / Museum für Naturkunde Berlin / Rolls-Royce / Jens Spahn MdB / SWR / Warner Music / et cetera

I also lead a marvelous ensemble of interdisciplinary creatives that is called MYP Media. Additionally, I'm the publisher of German MYP Magazine, a non-commercial culture and society magazine that, since January 2011, has been presenting remarkable personalities from all over the world.

Find out more about my work on
myp-media.com and myp-magazine.com

Selected Works

Overview



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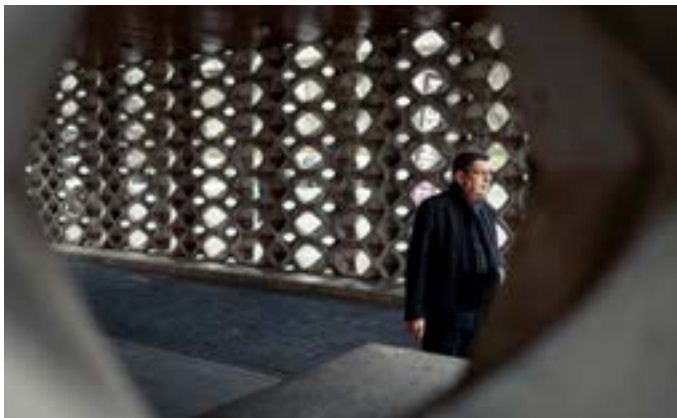
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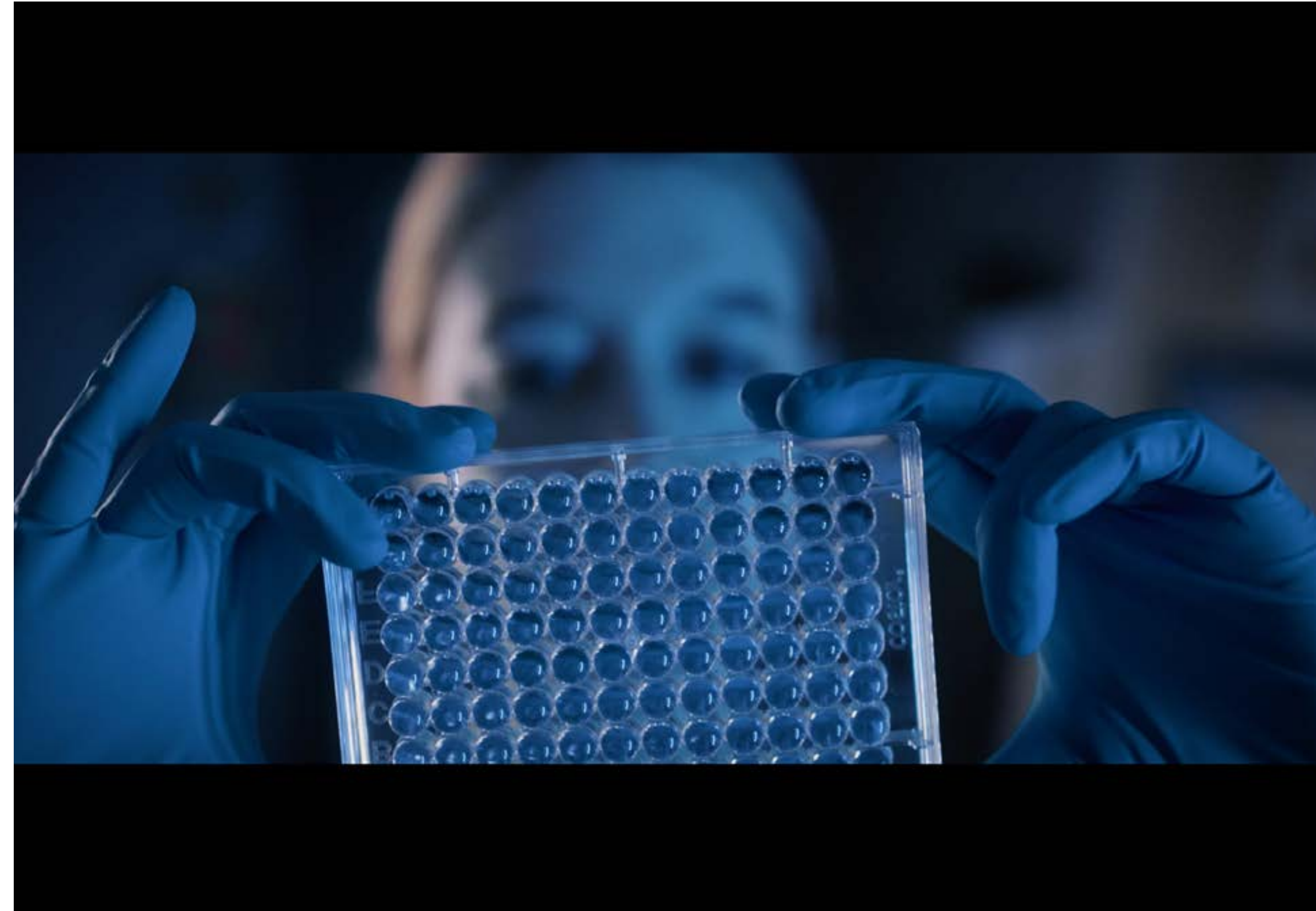


BerlinLinienBus
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2022

A Place of Infinite Facets

Image film for Campus Berlin-Buch,
one of Germany's largest biotech parks



A Place of Infinite Facets

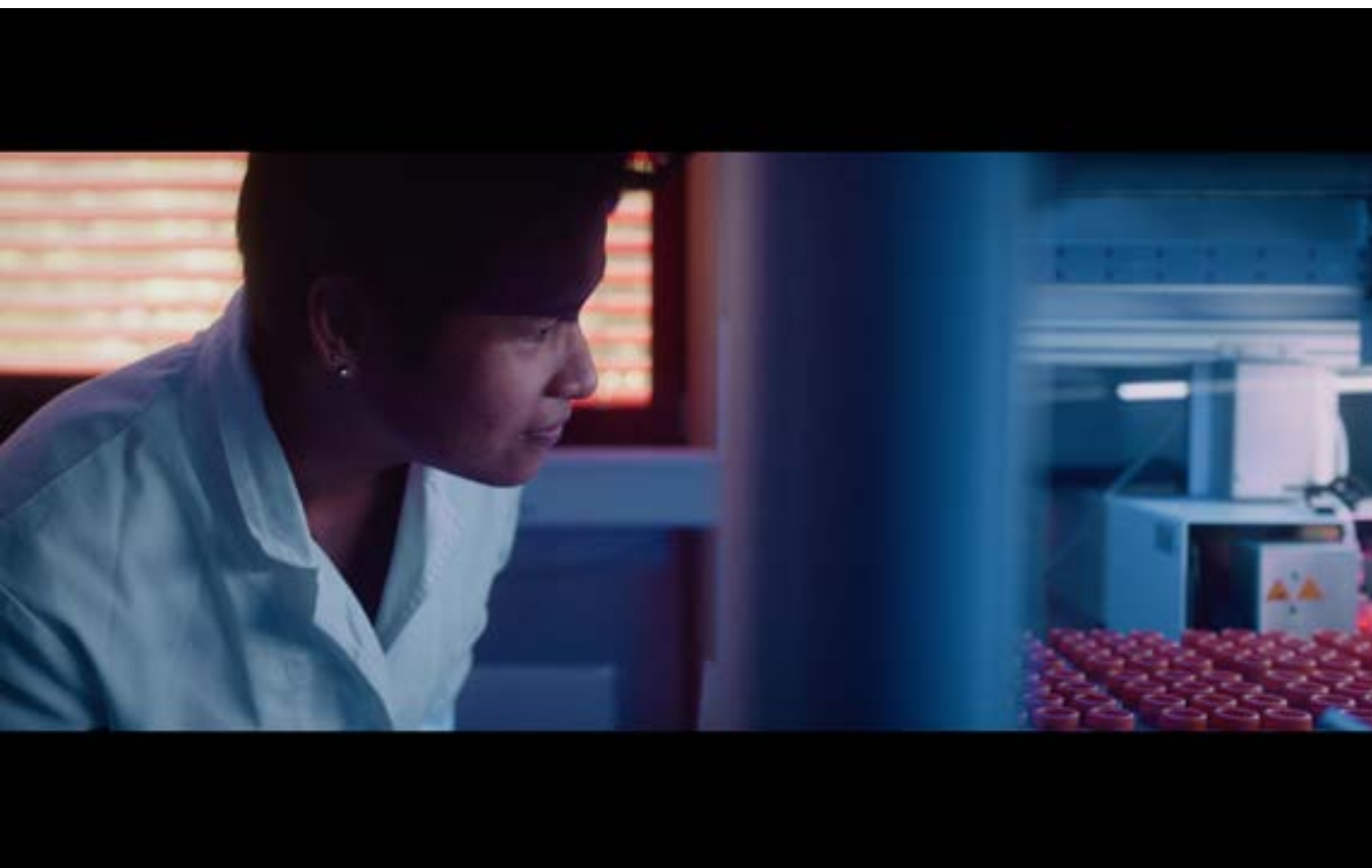
Client:
Campus Berlin Buch

Concept, script & direction:
Jonas Meyer

DOP & editing:
Steven Lüdtkke

Speaker:
Caroline Tyka

www.myp-media.com/cases/en-campus-berlin-buch-a-place-of-infinite-facets



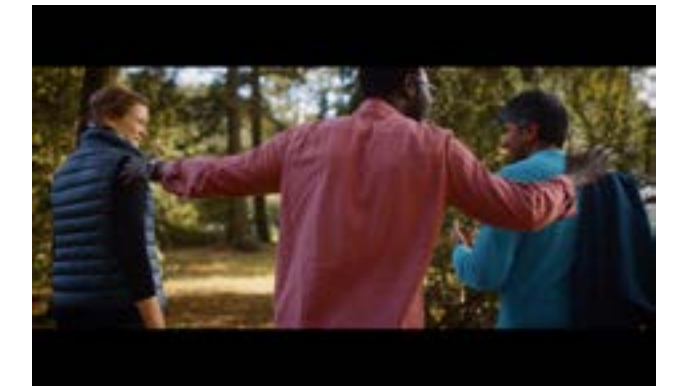
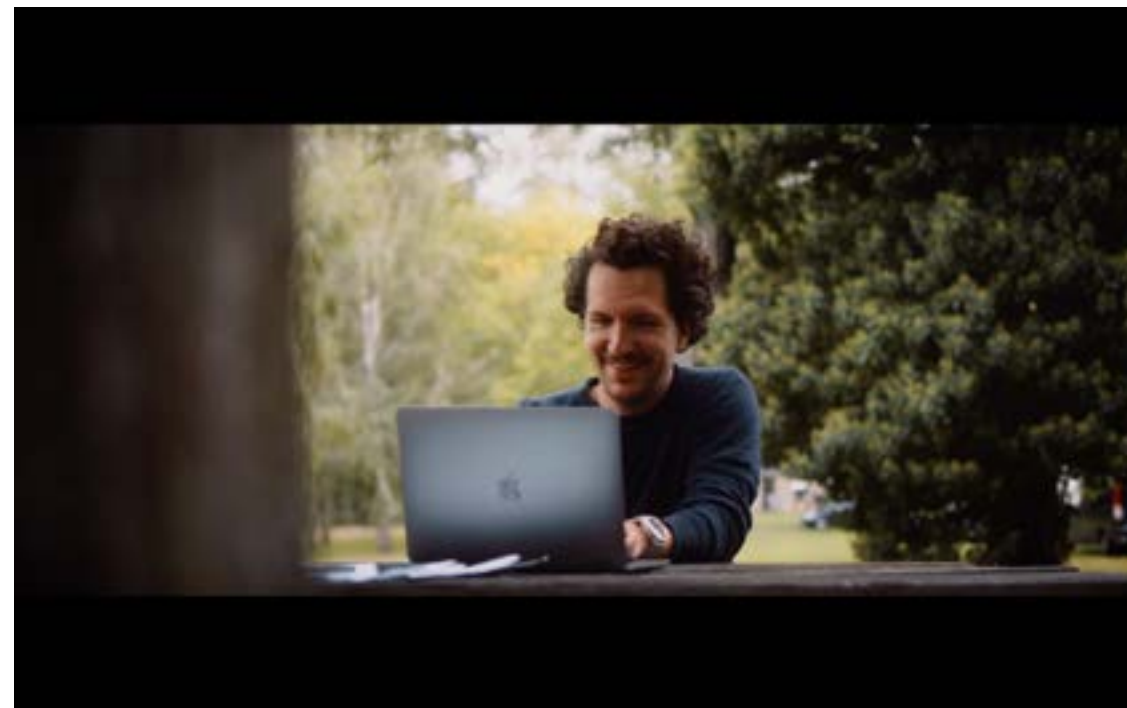
www.vimeo.com/708737904



In 2021, I had the pleasure to write and direct an all-new image film for Campus Berlin-Buch, titled “A Place of Infinite Facets.”

The campus in the northeast of Berlin is one of the largest biotech parks in Germany, offering founders and companies around 31,000 square meters of state-of-the-art laboratory and office spaces.

A Place of Infinite Facets



The task of DOP Steven Lüdtke and me was to create a film that underlines the multifaced nature of this stunning place and encourages scientists and founders from all over the world to move to Berlin, settle in this remarkable environment, and shape the future of medicine.

In May 2022 the clip was presented to the public, starting an all-new and ongoing international image campaign.

2022

I Feel Goldner Good

Image spot for the traditional German
fashion brand Atelier Goldner



I Feel Goldner Good

Client: Atelier Goldner
Lead Agency: K'UP
Direction: Jonas Meyer
DOP, editing & grading: Steven Lüdtkke
Photography: Maximilian König

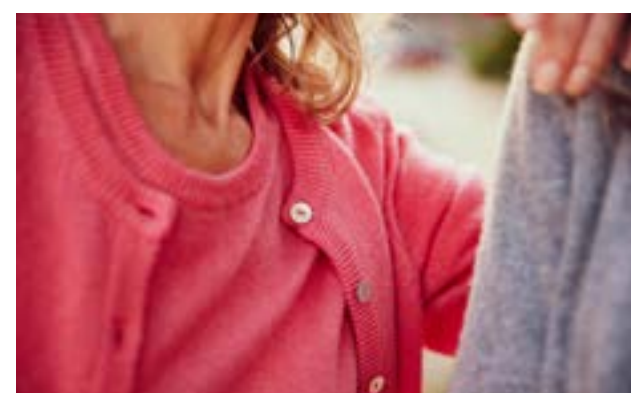
www.myp-media.com/cases/en-atelier-goldner-i-feel-goldner-good



www.vimeo.com/687953811

In September 2021, I directed the very first image spot of Atelier Goldner's brand history. The international clothing company from Frankonia, which can rely on decades of heritage, addresses mature target groups in an appreciative and fashionable way.

Together with DOP Steven Lüdtkke and photographer Maximilian König, we let two best-ager models experience the beauty of the Mediterranean island of Mallorca, celebrating their friendship and casually presenting Goldner's spring/summer 2022 collection.



I Feel Goldner Good



The spot was released in February 2022 and accompanied an extensive rebranding campaign conceived by Berlin-based K'UP consultancy, introducing the brand's new slogan, "I feel Goldner good."

Fun fact: With directing that image spot, I made my grandma very proud — because she's been a loyal Goldner customer for years, as it turned out.

2022

C/O Digital

Animated explainer video for the launch
of C/O Berlin's all-new online portal



C/O Digital

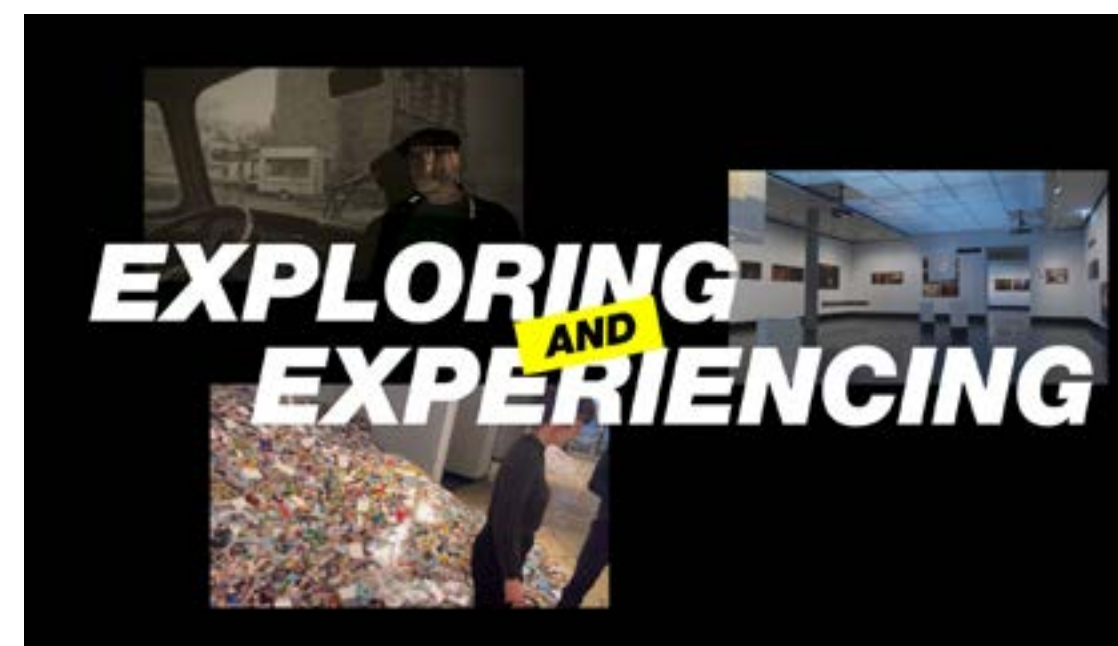
Client:
C/O Berlin Foundation

Concept, script, layout & animation:
Jonas Meyer

Speaker:
Caroline Tyka

Sound design & composing:
Leonard Biwer

www.myp-media.com/cases/en-co-digital-by-co-berlin



www.vimeo.com/728818660



In the summer of 2022, I was asked by the renowned C/O Berlin Foundation to produce an animated explainer video for the launch of the new online platform C/O Digital.

C/O Digital is a virtual space dedicated to the exploration of digital visual cultures, where artists, technologists, and activists engage with central issues of nowness.



C/O Digital



In a three-week sprint, I first developed a dramaturgical approach including a voiceover text, then created a design concept for the layouts of the individual scenes, and finally animated the entire film in Adobe After Effects.

C/O Digital was released on July 14, 2022, during a big birthday party — exactly 22 years after C/O Berlin was founded.

2022

Here lives Berlin

Campaign teaser for Berlin housing company
GESOBAU AG featuring Sven Marquardt



Here lives Berlin

Client:
GESOBAU AG

Concept & direction:
Jonas Meyer

DOP & editing:
Valquire Veljkovic

Drone, editing & grading:
Steven Lüdtkke

www.myp-media.com/cases/en-gesobau-sven-marquardt-here-lives-berlin



www.vimeo.com/720136417



In the fall of 2021, East Berlin photographer Sven Marquardt was asked to shoot an extensive portrait series for the state-owned housing company GESOBAU AG.

The aim of this production was to make the diversity and authenticity of Berlin's tenants visible and thus to lay the photographic foundation for the 2022 image campaign. Title: "Hier wohnt Berlin" (Here lives Berlin).

Here lives Berlin



Together with DOP Valquire Veljkovic, my task was to cinematically accompany the photo production and to create a concise teaser for the launch of the campaign in June 2022.

Enriched by some spectacular drone shots of Steven Lüdtkke, this resulted in an 80-second video (115 seconds for the version with longer credits), which not only takes a look behind the scenes of the photo production. It also, like Marquardt's impressive photographs, gives a first impression of the diversity of Berlin's tenants.

2021

The Time is Now

Campaign realization for
Deutsche Apotheker- und Ärztebank



The Time is Now

Client:
apoBank

Lead agency:
K'UP

Text & direction:
Jonas Meyer

Photography:
Maximilian König

Camera, editing & grading:
Steven Lüdtké

www.myp-media.com/cases/en-apobank-the-time-is-now



www.vimeo.com/585064419

Over the course of 2021, I had the pleasure to realize a new brand campaign entitled “Die Zeit ist jetzt” (The time is now) for Deutsche Apotheker- und Ärztebank, developed by Berlin-based brand consultancy K'UP.

This campaign not only makes visible the diversity of individual lifestyles of people working in healing professions. It also sheds light on what these people draw their strength from and what is important to them in life. The core message of the campaign is that apoBank makes it easy for its customers to follow their vocation in order to have time for the essentials in life.



The Time is Now



www.vimeo.com/654522833

For the campaign, photographer Maximilian König, DOP Steven Lüdtkke and I portrayed a number of extraordinary personalities from a wide range of medical professions. While Max was commissioned with the production of the key visuals and editorials and Steven was responsible for the filming, it was my task to conduct in-depth interviews with the protagonists, develop individual portrait texts for the campaign website, and write personal voiceover texts for the 45-second short videos. Furthermore, I was entrusted with the direction during the production and post-production phases.

Learn more on the bank's official campaign website:

www.apobank.de/die-zeit-ist-jetzt



2021

Fleischmann

Exhibition catalog for a multidisciplinary
collaboration between Sven Marquardt,
Nicholas Mockridge and Esther Perbandt



Fleischmann

Client:

Deschler Gallery Berlin

Concept & design:

Jonas Meyer

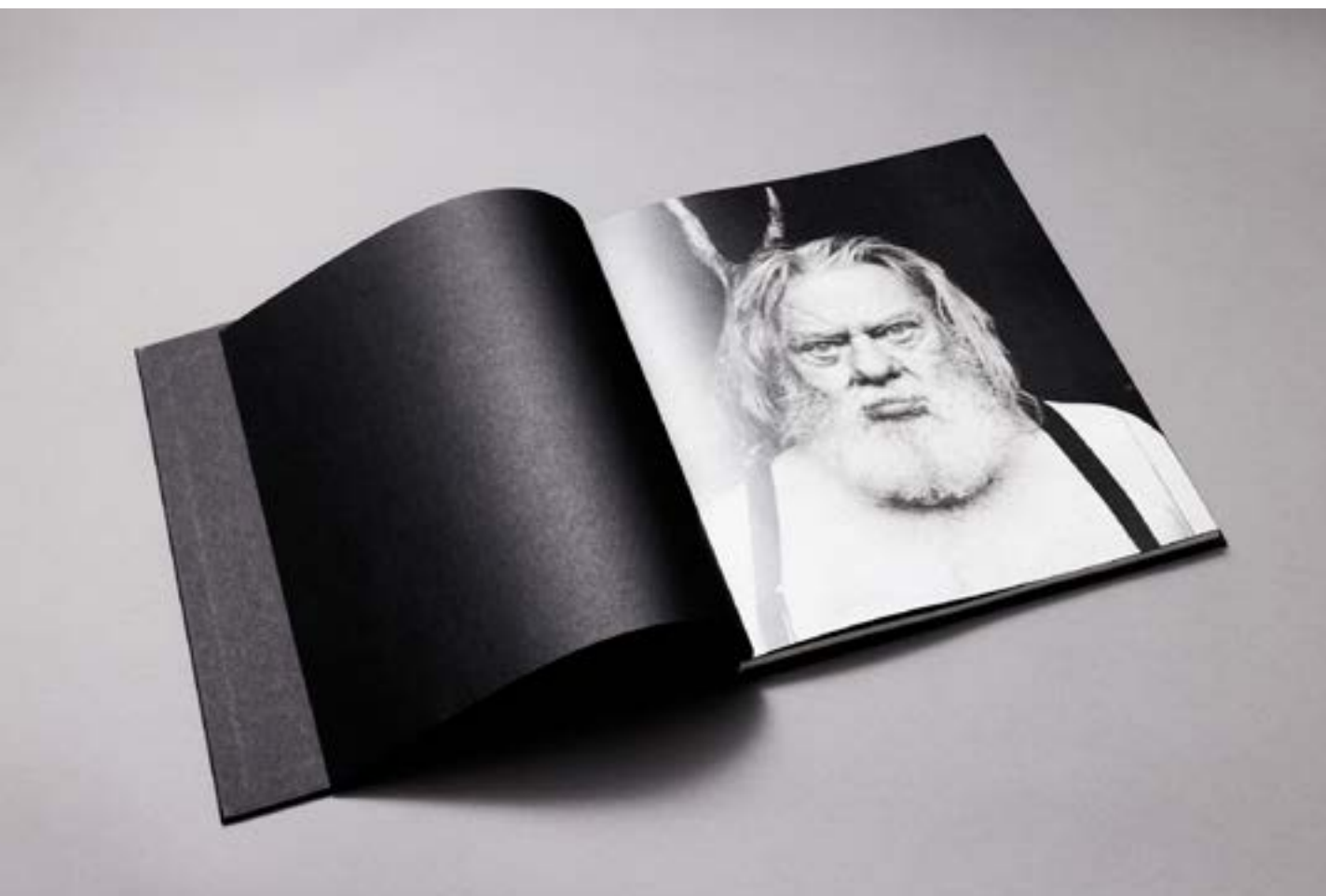
Production:

Christiane Rothe / DruckConcept

Publishing house:

DISTANZ Verlag

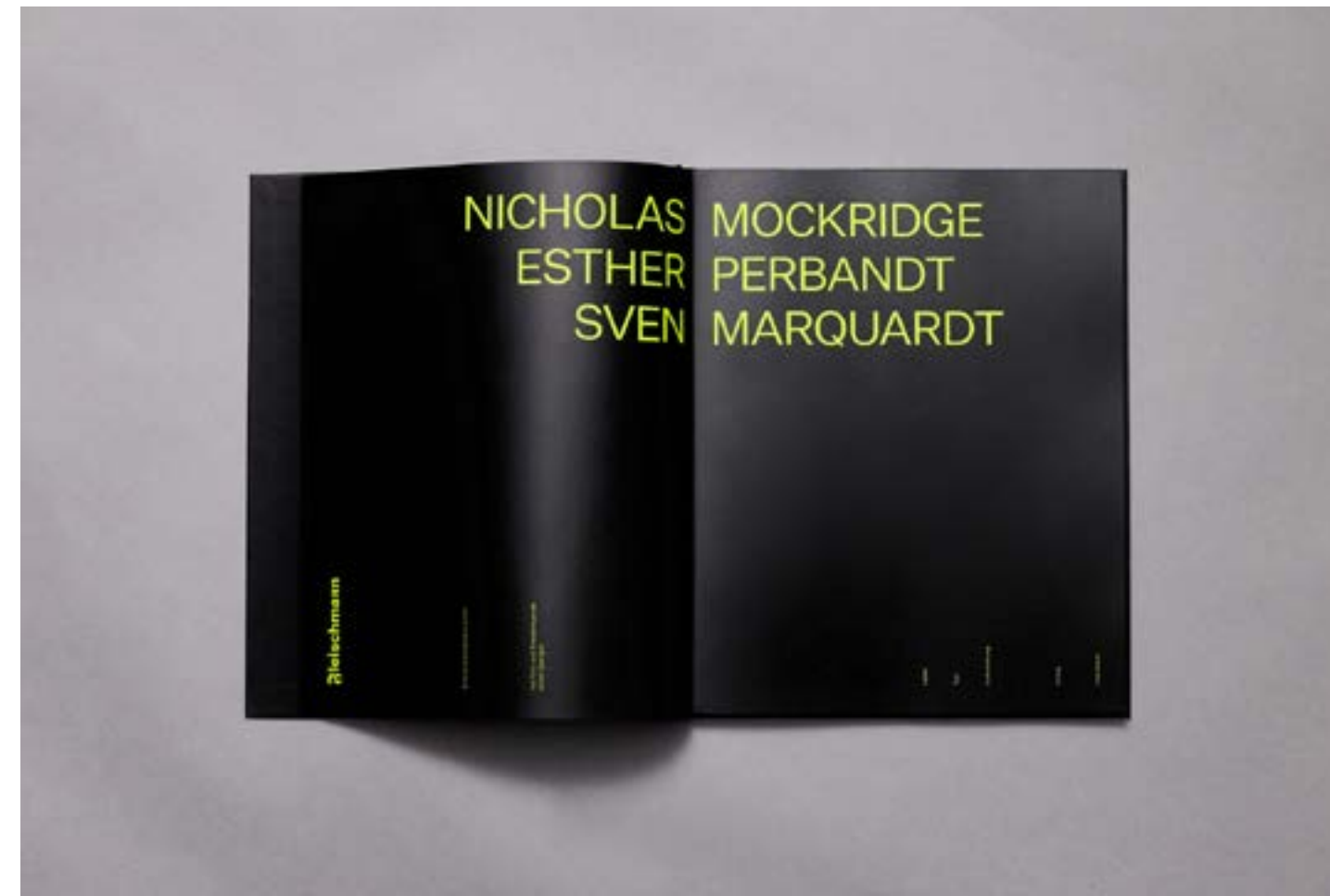
www.myp-media.com/cases/en-deschler-gallery-fleischmann



In the middle of 2021, I was asked by the Berlin Deschler Gallery to conceive and design the “Fleischmann” exhibition catalog. “Fleischmann” is a collaboration between director Nicholas Mockridge, fashion designer Esther Perbandt, and photographer Sven Marquardt. The multidisciplinary art project deals with the life and work of film and theater legend Volker Spengler, who forms the narrative starting point for a photographic series in three cycles.

Volker Spengler, who died in 2020, gained international fame with the personification of the transsexual Elvira Weishaupt in Rainer Werner Fassbinder’s “In a year with 13 moons” — making him an early icon of the LGBTQIA+ movement. His life was shaped by great artistic deeds and a tendency towards intoxicating extremes.

Fleischmann



Nicholas Mockridge examined Spengler's life's work and created the scenery, Esther Perbandt designed 15 costumes for the production and Sven Marquardt realized the image and light staging.

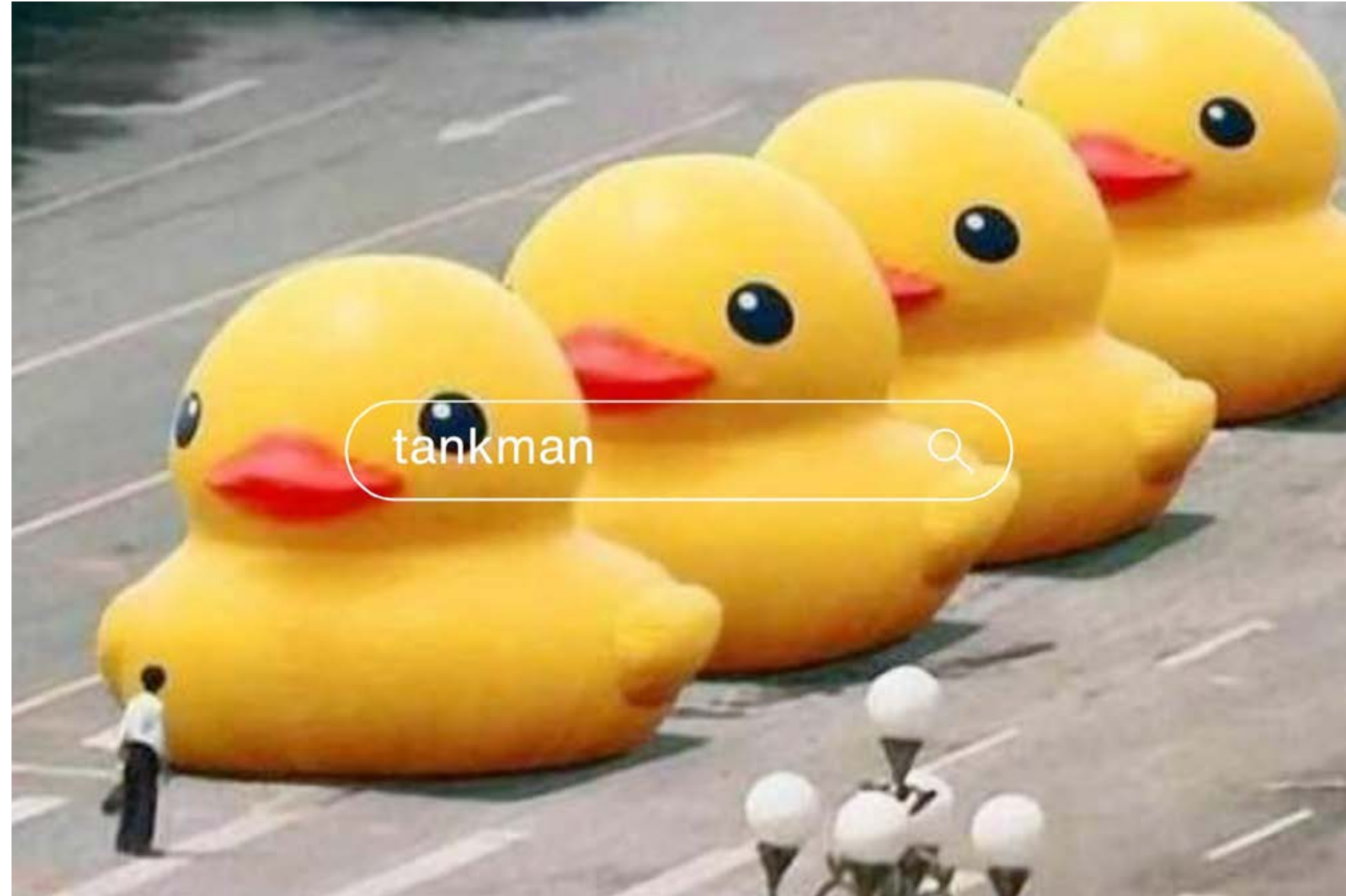
In addition to Volker Spengler, actors Alexander Scheer and Jasna Fritzi Bauer, characters from Berlin's nightlife, young actors, Esther Perbandt herself and the fashion and art icon Countess Vera von Lehndorff aka Veruschka were cast for the ensemble.

The 68-page catalog was produced by Christiane Rothe (DruckConcept), published by DISTANZ Verlag, and can be ordered online.

2021

Tank Man

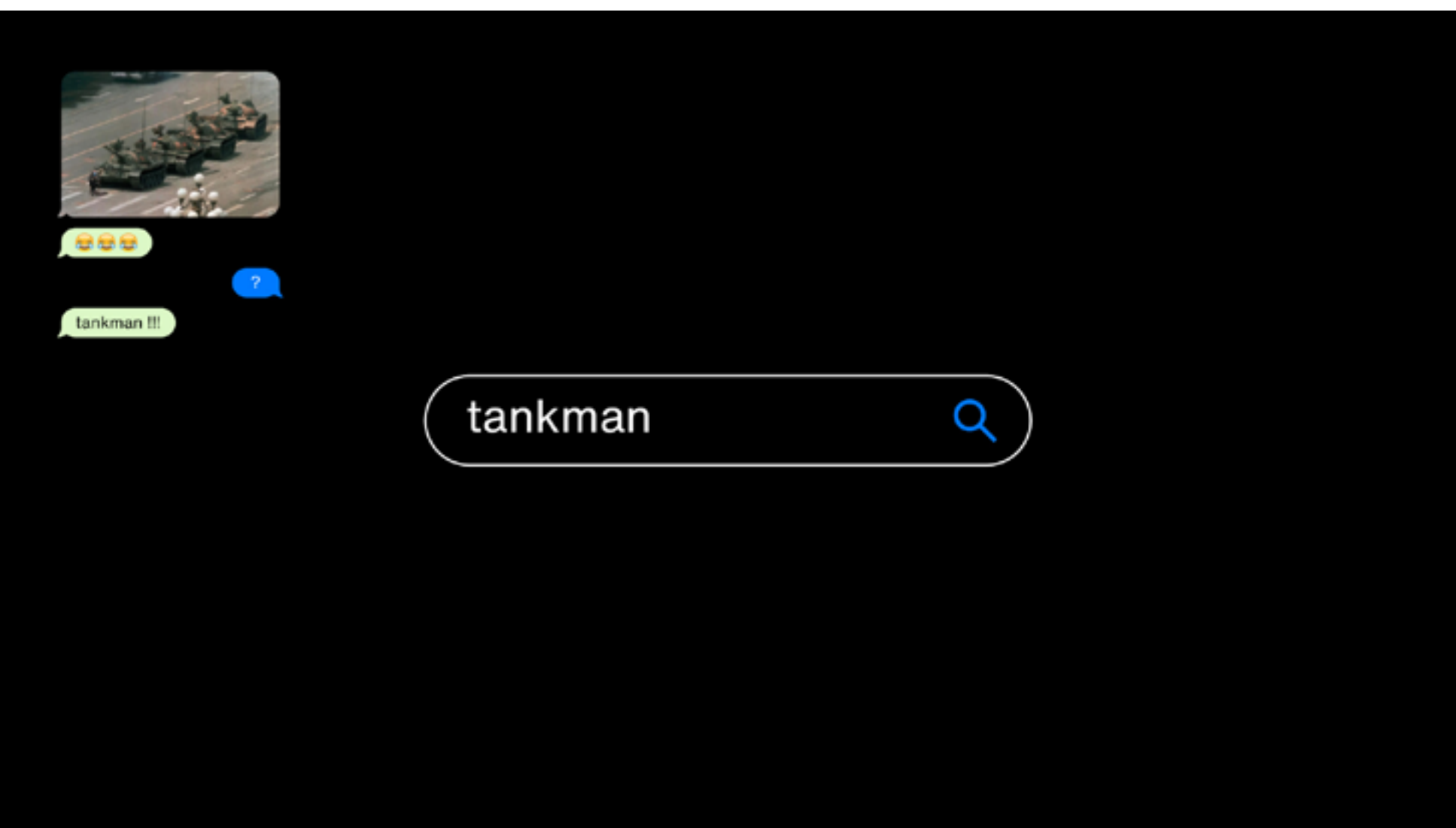
Video art piece for C/O Berlin's
"Send me an Image . From Postcards
to Social Media" exhibition



Tank Man

Client: C/O Berlin **Concept & realisation:** Jonas Meyer **Curation:** Felix Hoffmann & Kathrin Schöneegg **Scientific research:** Christin Müller

www.myp-media.com/cases/en-co-berlin-tankman



www.vimeo.com/608834627



In early 2021, I had the honor of creating an eight-minute video art piece for C/O Berlin Foundation’s thematic exhibition “Send me an Image . From Postcards to Social Media” curated by Felix Hoffmann and Kathrin Schöneegg.

The video — for which cultural scientist Christin Müller researched and compiled a wide variety of visual content — sheds light on the phenomenon of “Tank Man” (also known as “Unknown Rebel”), an unidentified Chinese man who stood in front of a column of tanks leaving Tiananmen Square on June 5, 1989, the day after the bloody suppression of student-led demonstrations.

Tank Man



While it is still forbidden to talk about these events in China, the Tank Man's iconic act of protest has led to countless press reports, visual interpretations, reenactments, memes, or even merchandise articles. In my video, I take a look at some of the most interesting publications of the last 30 years found by Christin Müller.

I am very grateful for the trust the curators have placed in me. And I want to thank the unknown Chinese man for his extraordinary civil and moral courage. To create an art piece nowadays dealing with his fight for freedom and democracy — at a time when some misguided people in Germany loudly chant “dictatorship” because they are supposed to wear a health-protecting mask — made me feel embarrassed and ashamed, especially towards him.

www.vimeo.com/608834627

2021

Three Wheels, One Summer

Key visual and press kit for a German
coming-of-age TV comedy produced by
Giganten Film, SWR, ORF and Arte



Three Wheels, One Summer

Client:

Giganten Film Produktions GmbH

Creative direction:

Jonas Meyer

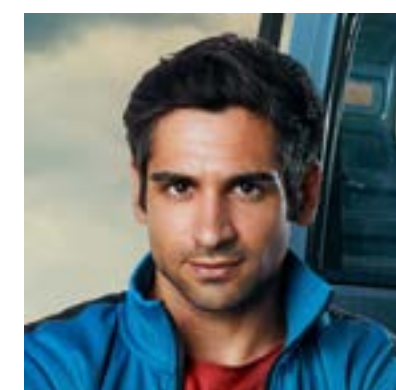
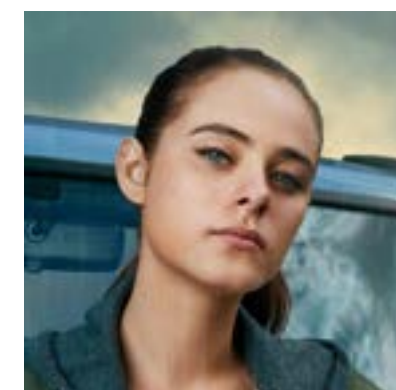
Photography & retouching:

Maximilian König

Producer:

Gerrit Klein

www.myp-media.com/cases/en-giganten-film-three-wheels-one-summer



In the summer of 2021, I was commissioned by the Ludwigsburg-based production company Giganten Film with the press support for the TV film “Three Wheels, One Summer” (German title “Sommer auf drei Rädern”), a co-production with the broadcasters SWR, ORF and ARTE.

Photographer Maximilian König and I developed the concept for a catchy key visual, which should sum up the character of the film and be suitable for various media applications: from the official film poster to use in social networks and integration in the media libraries of the co-producing TV stations.

After the key visual was shot at the end of July 2021, I created the film’s visual identity, designed the official film poster, and conducted an extensive interview with director Marc Schlegel, DOP Mortimer Hochberg, and producer Gerrit Klein. After that, I created a comprehensive press kit to promote the film internationally.

2021

Backstage Confessions

TV & social media commercials
for Bürger's popular Swabian
Maultaschen products



Backstage Confessions with Bürger

Client: Bürger GmbH
Creation & direction: Jonas Meyer
Production: Giganten Film
Producer: Gerrit Klein
DOP: Steven Lüdtke

www.myp-media.com/cases/en-backstage-confessions-with-buerger

Vegan: www.vimeo.com/546837328/7668af9067
Vegetables: www.vimeo.com/546841382/98e7e49da1
Traditional: www.vimeo.com/546845010/ea03dfb9a3



In January 2021, I was commissioned by Giganten Film and the supervising agency Oscar Charlie to write a series of commercials for the popular Stuttgart-based company Bürger. The reason: The Swabian food specialist had set itself the goal of making the product Maultasche better known, especially in northern Germany, and in doing so to present the many variations in which Bürger offers its bestseller.

In just a few weeks, producer Gerrit Klein, managing director of Giganten Film, organized the realization of three 15-second spots, which advertise the Maultaschen variants “Traditional,” “Vegetables,” and “Vegan” under the title “Backstage Confessions with Bürger.”

The videos were broadcast from April 2021 as part of the new Maultaschen campaign as pre-roll ads on YouTube and TVnow (today’s RTL+). This meant that only ten weeks passed from the initial idea to publication.



2020

Ballet Without a Stage

Exhibition trailer, social media content,
and video visual for Friedrichstadt-Palast
and C/O Berlin Foundation



Ballet Without a Stage

Client:

Friedrichstadt-Palast / C/O Berlin

Concept & direction:

Jonas Meyer

DOP & editing:

Steven Lüdtkke

Music:

Florian Deitermann

www.myp-media.com/cases/en-friedrichstadt-palast-co-berlin-stageless-by-sven-marquardt



www.vimeo.com/453220241



In October 2019, East Berlin photographer Sven Marquardt portrayed several members of the international ballet ensemble of world-famous Friedrichstadt-Palast. Even though it was unclear at the time when and where these photos would be presented to the public, DOP Steven Lüdtkke and I were asked to come on set and capture the moments on video.

Overwhelmed and simultaneously inspired by the grace and attitude of the Palace's ballet, I decided on-site to produce more than a usual making-of video. The result was an artistic film, the dynamic of which was determined by the expressive movements of the dancers and the special atmosphere during the production days.

Ballet Without a Stage

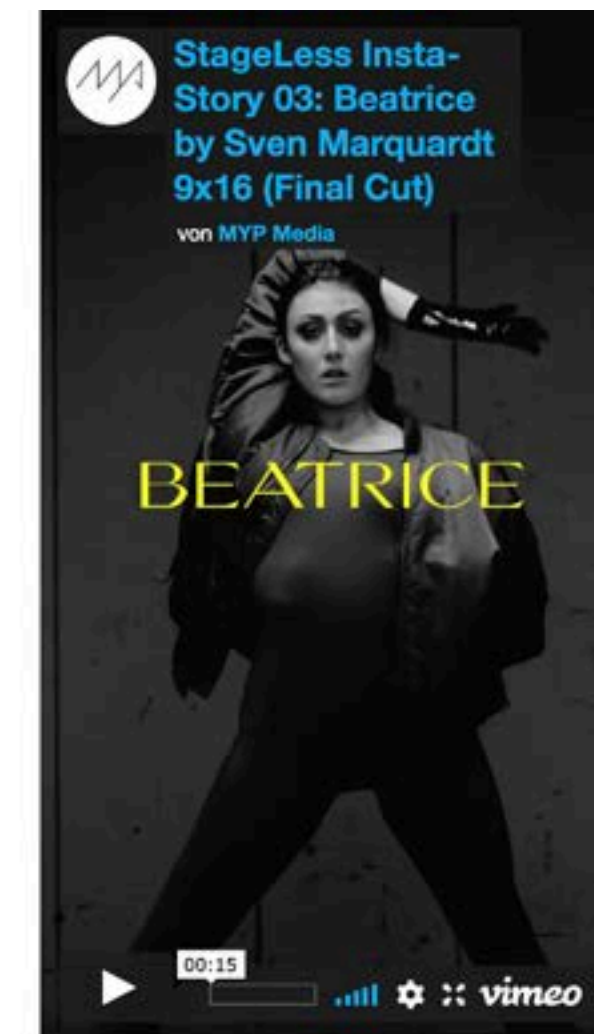
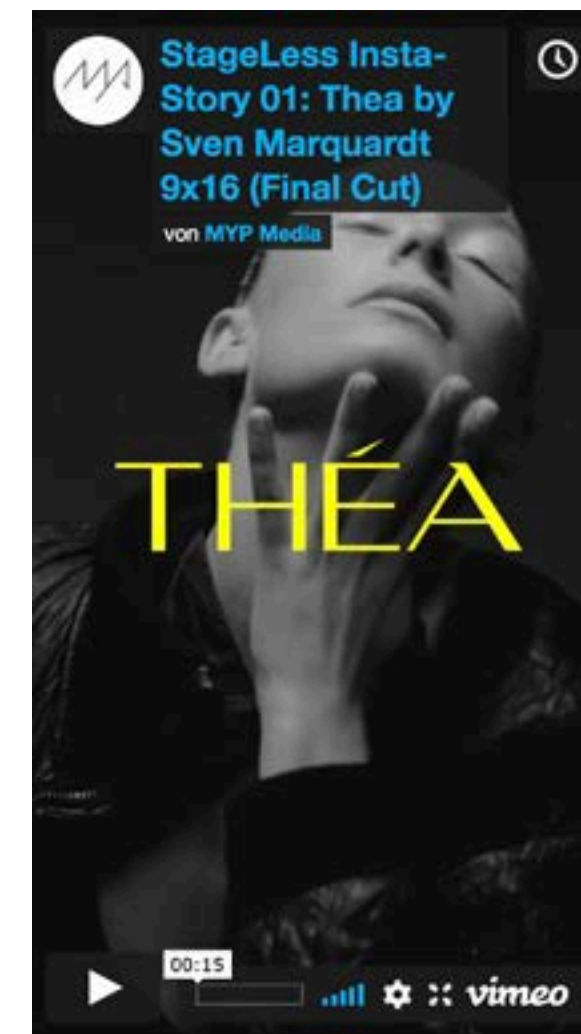


Less than half a year after the photoshoot, the artists portrayed were deprived of their stage and essentially became “stageless” when all performances from March 11th, 2020 were canceled due to the coronavirus pandemic.

Facing this new situation, Sven Marquardt’s photographs took on a whole new meaning — and suddenly the idea of a photo exhibition called “STAGELESS . SVEN MARQUARDT” in the Palast’s empty foyer was born.

In cooperation with the renowned C/O Berlin Foundation and headed by its main curator Felix Hoffmann, the ensemble’s portraits were printed on massive construction fence tarpaulins illuminated with construction lights and presented to the public from the beginning of October until the end of November 2020 (without any entrance fee).

Ballet Without a Stage



With this new development, our 100-second video that we produced in late 2019 became the exhibition's official promotion trailer. What's more, as part of the upcoming communication activities, we were also asked to create three specific video cutouts from the comprehensive footage we had on hand.

These 15-second clips focusing on individual dancers were used for the Friedrichstadt-Palast's official exhibition promotion on social media, for which we cut each video to the 9:16 and 4:5 formats required by stories and timelines on social media.

In addition, we created an expressive loop video for the big LED screens hanging outside above the main entrance.

Ballet Without a Stage

www.vimeo.com/454501451



Besides this marketing-centered work, I was also asked to create a concept for a video visual: a cinematic, artistic addition to the “StageLess” photo exhibition. During a detailed exploration of the many empty rooms and corridors of the Friedrichstadt-Palast, I came across a so-called “ghostlight:” In theaters around the world, when the auditorium is empty, there is a tradition of leaving a single light on until the ensemble returns to the stage and the auditorium is filled again.

At that moment I knew immediately that I wanted to start our cinematic visual with this symbol of hope. In the following days, Steven Lüdtke and I produced a 10-minute video walk through the empty Palast that we subsequently combined with rough construction sounds and digital overlays of Sven Marquardt’s analog ensemble portraits — like faces that sometimes appear out of the dark as if they were ghosts inhabiting the void.

During the photo exhibition, this video was permanently shown in the middle of the foyer on both sides of the stairs — and at a height of about five meters. When you stand on the huge stairs in the foyer featuring several meter-high video projections, you will almost feel as if you are in an abandoned grand hotel.

2020

Fargow (Pt. I)

Fictional photo series
(personal project)



Fargow (Pt. I)

Idea & concept:

Jonas Meyer & Maximilian König

Photography & post-production:

Maximilian König

Cast:

Michel Diercks

www.myp-media.com/cases/en-fargow-part-one



This is a true story. The events depicted took place in Brandenburg in 1986. At the request of the people involved, the license plates have been changed. Out of respect for the facts, the rest has been told exactly as it occurred.

2020

1, 2, 3, Summer!

Social media campaign for
Bavarian Construction Industry Association
(Bayerischer Bauindustrieverband e.V.)



1, 2, 3, Summer!

Client: Bayerischer Bauindustrieverband
Lead agency: ediundsepp
Creative direction: Jonas Meyer
Director: Fred Funk
DOP: Steven Lüdtkke
Photography: Maximilian König

www.myp-media.com/cases/en-bauindustrie-bayern-1-2-3-sommer

www.vimeo.com/463020975/1ce03080db
www.vimeo.com/463024609/e91164d0e8
www.vimeo.com/463027468/8b60427275



On behalf of Munich-based design agency ediundsepp and Berlin-based brand consultancy Kleinundpläcking, I created an entertaining social media campaign in June 2020 for their client, Bayerischer Bauindustrieverband e.V. (Bavarian Construction Industry Association). The aim was to increase brand awareness among young target groups by inspiring them to novel ideas for their school vacations — in times when open-air baths, cinemas, and other public spaces are all closed, not to mention one of the hottest summers ever.

Driven by the campaign's claim, "1, 2, 3, Summer," my team and I produced three DIY-themed videos in Bavaria and Brandenburg, showing a group of construction industry apprentices building their own pool, some wooden chairs for an outdoor cinema, and a massive barbecue grill for use at home.

1, 2, 3, Summer!



Part of my production concept was to film the three stories in such a way that we could easily cut them in the post-production phase to 16:9, 4:5, and 9:16 formats according to the requirements of YouTube, Facebook, and Instagram. With a length of 15 seconds, each video was quick to watch and fit perfectly into a single Instagram story.

1, 2, 3, Summer!



In addition to the film production, we shot six high-quality key visual photos and a number of amusing behind-the-scenes pictures to generate additional social media content.

1, 2, 3, Summer!



Equipped with a basket full of content, I created a visual identity for the campaign, made a four-week communication plan, wrote the texts for every single post, and supervised the campaign's paid media performance on Facebook, Instagram, and YouTube, managed by Jubel Media agency.

1, 2, 3, Summer!



After four weeks, my creatives' network and I were spontaneously asked to extend the very successful “1, 2, 3, Summer” campaign. Without further ado, we created and published easy-to-use DIY instructions for the presented pool, cinema, and grill.

After that, we set up an Instagram lottery giving away three so-called “Bauindustrie Starterkits” — nice boxes full of tools, food, and other cool items highly appreciated by our young Bavarian target groups.

2016–2020

With Stance and Debate

Brand positioning, photographic
language, and social media design
for Jens Spahn MdB



With Stance and Debate

Client:

Jens Spahn MdB

Strategy & creative direction:

Jonas Meyer

Photography & post-production:

Maximilian König

www.myp-media.com/cases/en-jens-spahn-with-stance-and-debate

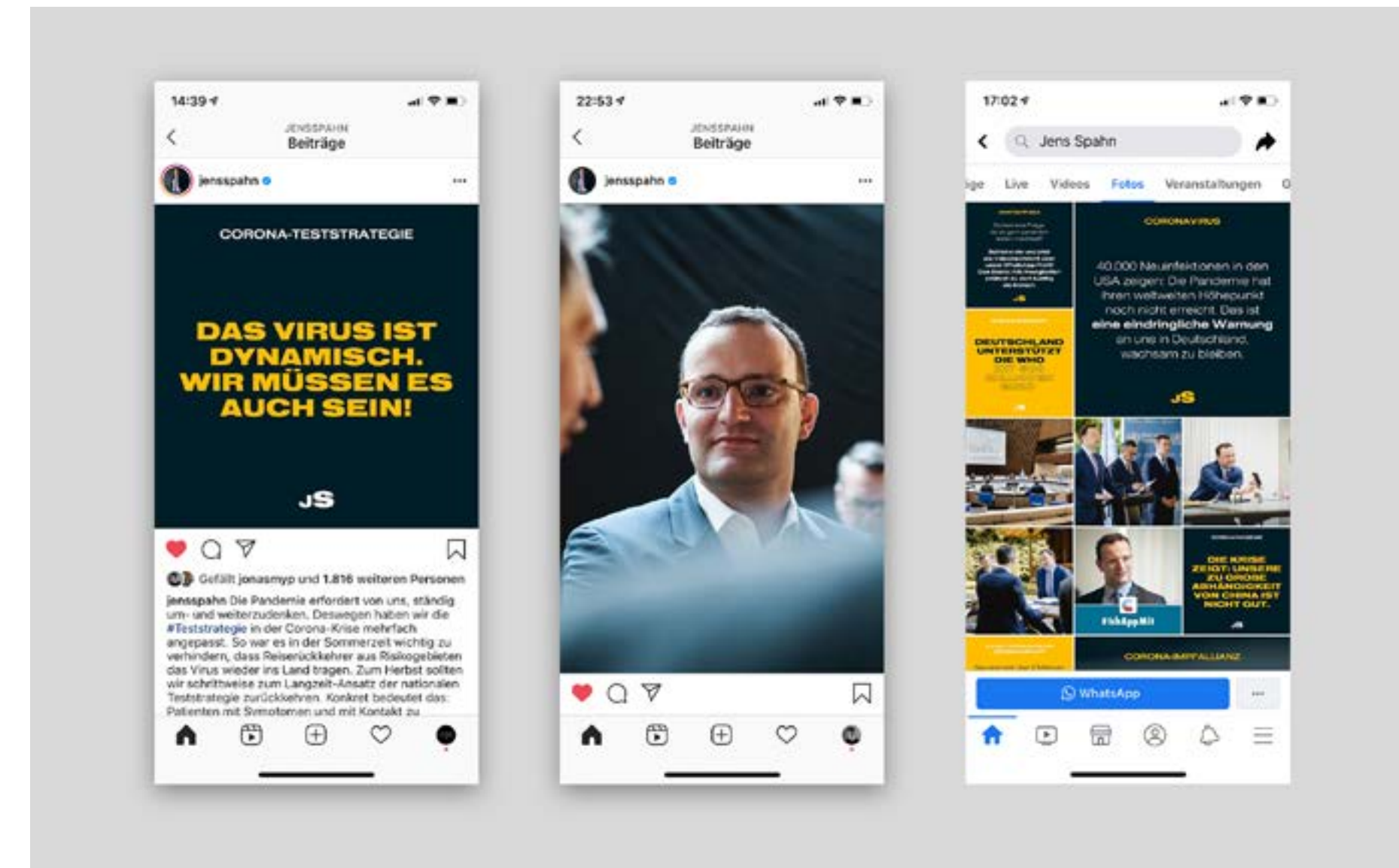
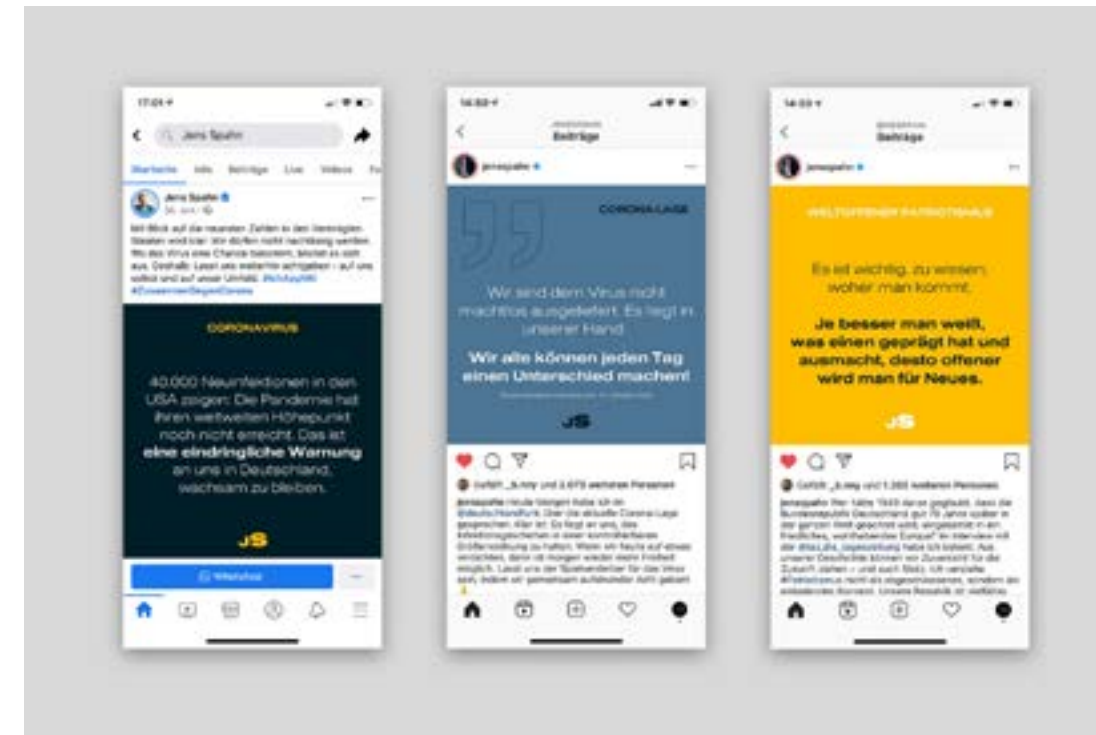


In late 2016 I created a differentiating brand positioning for Jens Spahn, Member of the German Parliament and current Federal Minister of Health, and subsequently a strong and clear visual identity focusing on a very personal photographic style. In the next step, I created a new concept for Spahn's official website and provided ongoing content production for his social media channels together with photographer Maximilian König.

With Stance and Debate



With Stance and Debate



In early 2020, I was asked to refresh Spahn's visual identity and sharpen it for all of his official online communication activities. In the middle of the COVID-19 crisis, I created a bold, clear and contemporary design concept that works from Instagram to newsletter, Facebook to WhatsApp.

Afterwards, I developed a brand book including detailed corporate design guidelines. With the support of art director Tavy Hornbrook, I equipped an online tool with various templates which now enables Spahn's team to create corporate identity-proofed posts on social media in the twinkling of an eye.

2019

Divided Country, Divided Heart

Reportage about a German-German love
story for Stern and MYP Magazine, published
30 years after the fall of the Berlin Wall



Divided Country, Divided Heart

Client:
Stern & MYP Magazine

Research & text:
Jonas Meyer & Katharina Weiß

Photography:
Steven Lüdtké



www.myp-media.com/cases/en-stern-myp-magazine-martina-geng-divided-country-divided-heart

www.stern.de/familie/mauerfall--geteiltes-land--geteiltes-herz---liebesgeschichte-aus-der-ddr-8991646.html

»They forced me to write him
that I had another guy.«



For Stern and MYP Magazine, journalist Katharina Weiß and I wrote down the moving story of Martina Geng. In summer 1971, the then 19-year-old GDR citizen fell in love with a West German — and subsequently repeatedly felt the harshness of the SED regime. In 1992, three years after the fall of the Berlin Wall, Martina Geng experienced her own personal reunification: She met the West German again, for whom she still harbored deep feelings. The chronology of this German-German love story was published on stern.de on Nov 9, 2019 — on the occasion of the 30th anniversary of the fall of the Berlin Wall.

2019

The Meaning of Heimat

Documentary about Sven Marquardt's photographic campaign work for RSG Group (McFit)



The Meaning of Heimat

Client:

RSG Group (McFit)

Script & direction:

Jonas Meyer

DOP & post-production:

Maximilian König

Music:

Tom Hessler



In 2022, RSG Group (formerly known as McFit Global Group) launched in Los Angeles a new international gym brand called “Heimat” — a meaningful German word that can’t be easily translated into other languages. RSG asked famous photo artist and Berghain bouncer Sven Marquardt to produce a comprehensive photo series for their new brand: a series that stands for his personal definition of the word “Heimat.”

www.vimeo.com/340070671 – password on request –

Please don't share without permission!

The Meaning of Heimat



Spending one week in a forest in the Uckermark region with DOP Maximilian König, I had the great pleasure to produce and direct a documentary about Sven Marquardt's artistic "Heimat" project for the new gym brand.

2018

Winner of History

Extensive portrait of Michael Bradler, a former GDR citizen who was imprisoned because he wanted to leave his country, for MYP Magazine



Michael Bradler

Client:
MYP Magazine

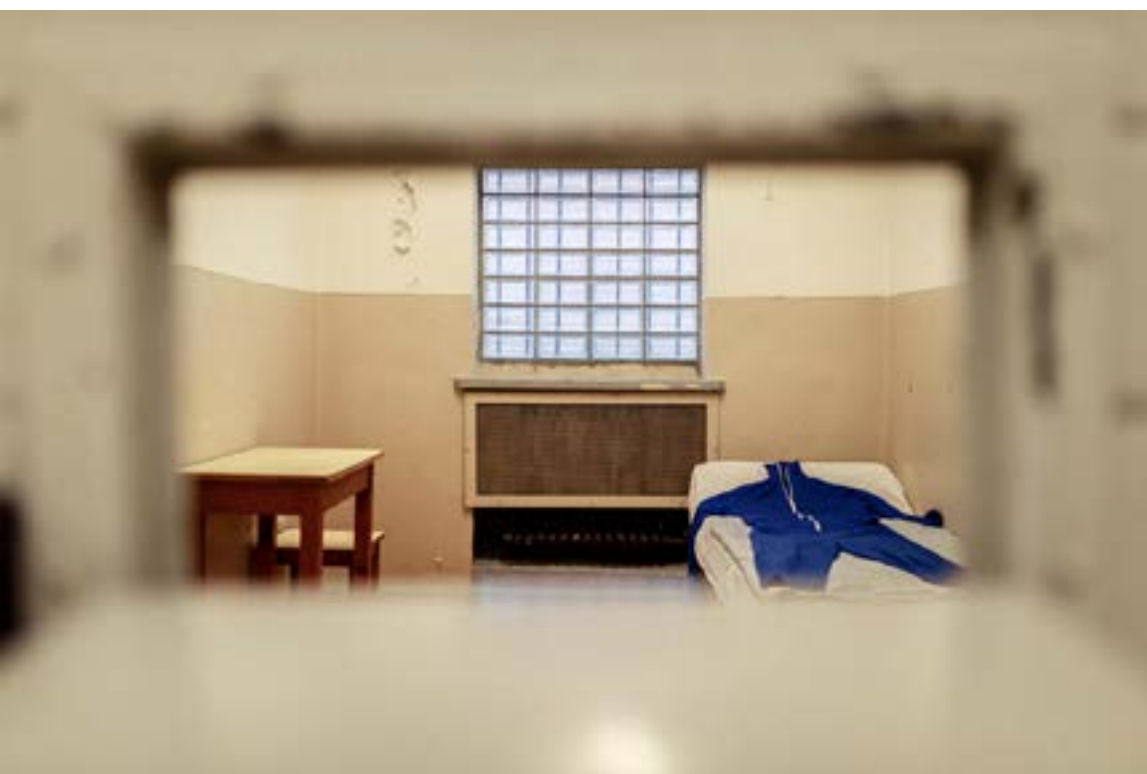
Interview & text:
Jonas Meyer

Photography & post-production:
Maximilian König

www.myp-magazine.com/portrait/michael-bradler-sieger-der-geschichte



»I didn't want to be shot at the Wall!«



For MYP Magazine, photo artist Max König and I portrayed Stasi victim Michael Bradler. He was arrested in January 1982 because he wanted to leave the GDR. For nine months, the then 20-year-old was in prison, including several months in solitary confinement. Today Michael Bradler works as a voluntary tour guide at the place where he was detained for many months: the former prison of the East German Ministry of State Security (MfS) in Berlin-Hohenschönhausen.

2017

The Situation

Product-explaining campaign video
and key visual photography for
young tech startup Tapdo



The Situation

Client:
Tapdo

Script & direction:
Jonas Meyer

Camera, cut & grading:
Maximilian König

Key visual photography:
Steven Lüdtke

Animation:
The Schmutz

www.myp-media.com/cases/tapdo-the-situation



www.vimeo.com/203350865



My MYP ensemble and I supported German tech startup Tapdo with a product-explaining commercial for its launch campaign on Kickstarter. The Tapdo guys (who create custom-made IoT solutions) developed a magic button which includes a fingerprint sensor worn on the wrist. During a nice and amusing day at the studio, not only did we produce a colorful video for the young yet ambitious company, we also shot a couple of key visual photos for Tapdo's brand communication in social media. Our dear friends of The Schmutz agency helped with set design and animation.

2016

Grandma Comes

Campaign and commercial concept,
key visual photography, BTS photo and
video package, campaign design, and
website concept for BerlinLinienBus



Grandma Comes

Client: BerlinLinienBus **Agency:** Kleinundpläcking **Concept & creative direction:** Jonas Meyer **Photography & post-production:** Maximilian König **Production:** Bonaparte Films

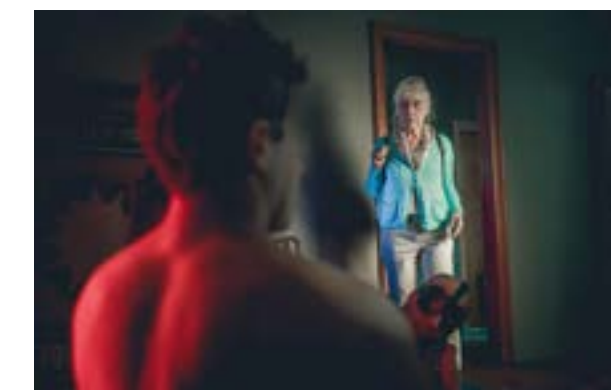
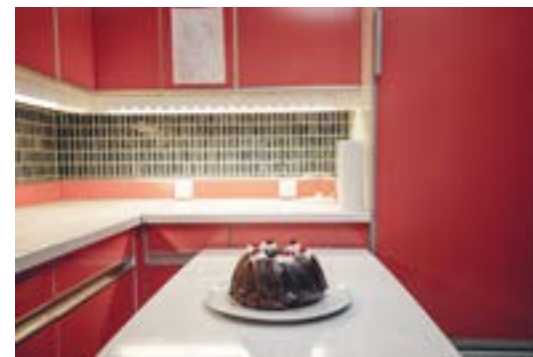
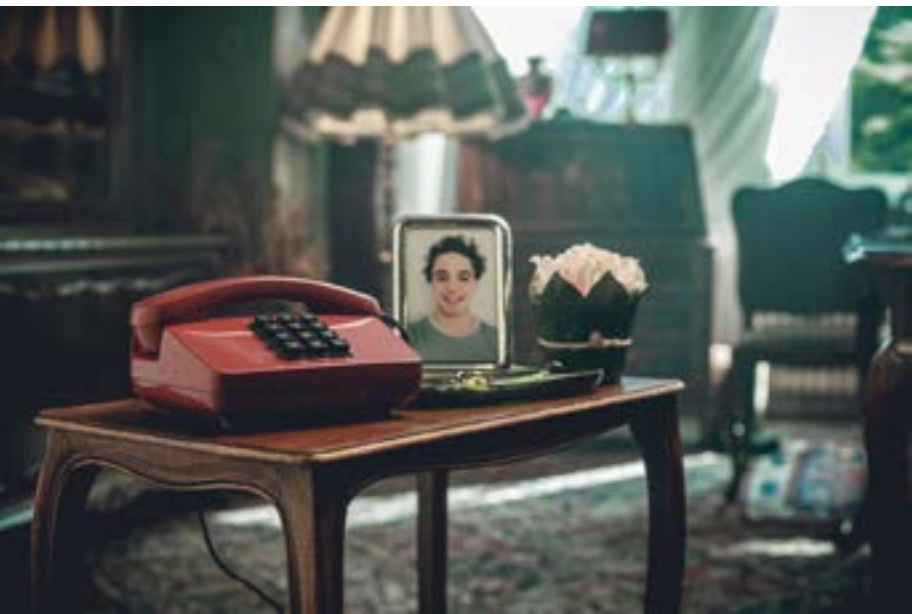
www.myp-media.com/cases/berlinlinienbus-grandma-comes



For Kleinundpläcking and their client BerlinLinienbus, a European remote bus company based in Berlin, I created the idea for the company's very first commercial and, based on that, developed the concept for an image campaign on social media. With the help of producer Gerrit Klein, director Gabriel Borgetto, DOP Roland Stuprich, and our friends from Bonaparte Films, we were able to bring the spot alive. During Bonaparte's commercial production in Hamburg, we photographed the campaign's main key visuals on set.

www.vimeo.com/175278447/06208b37df

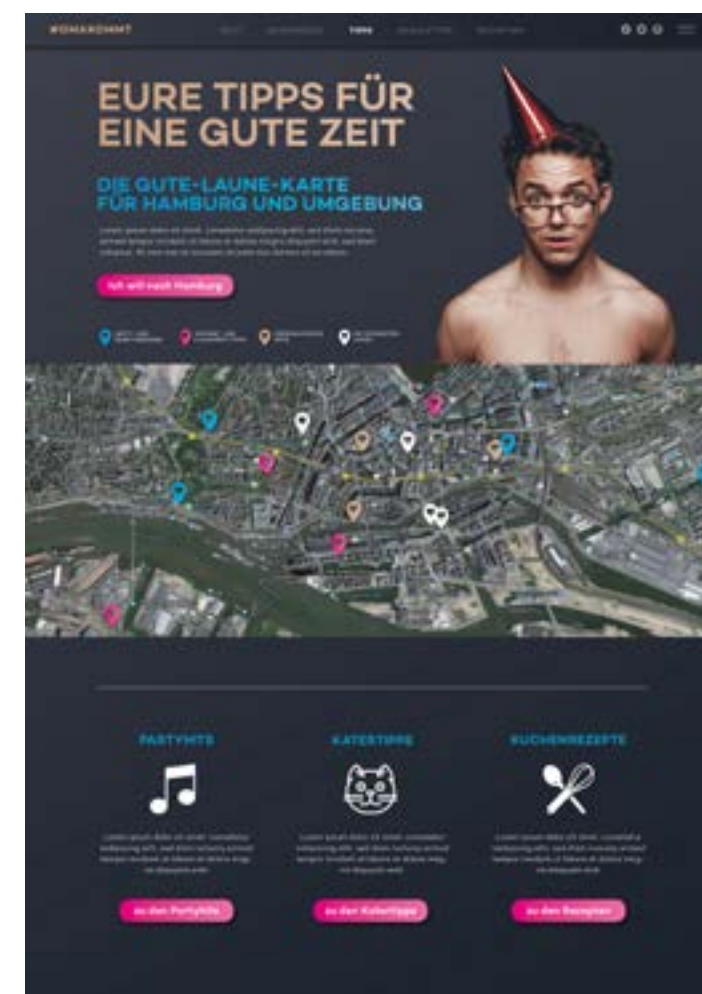
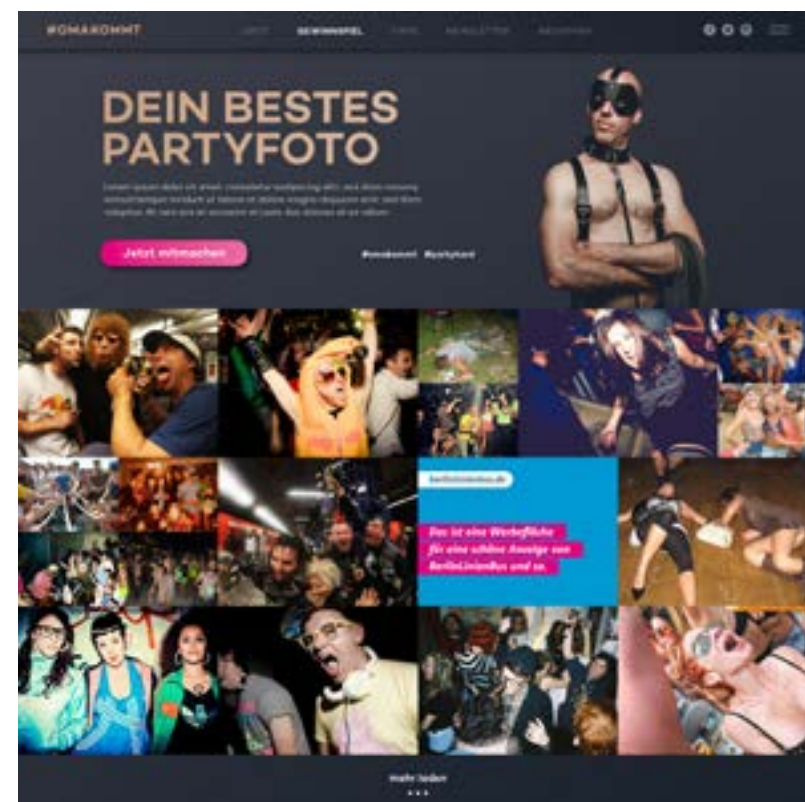
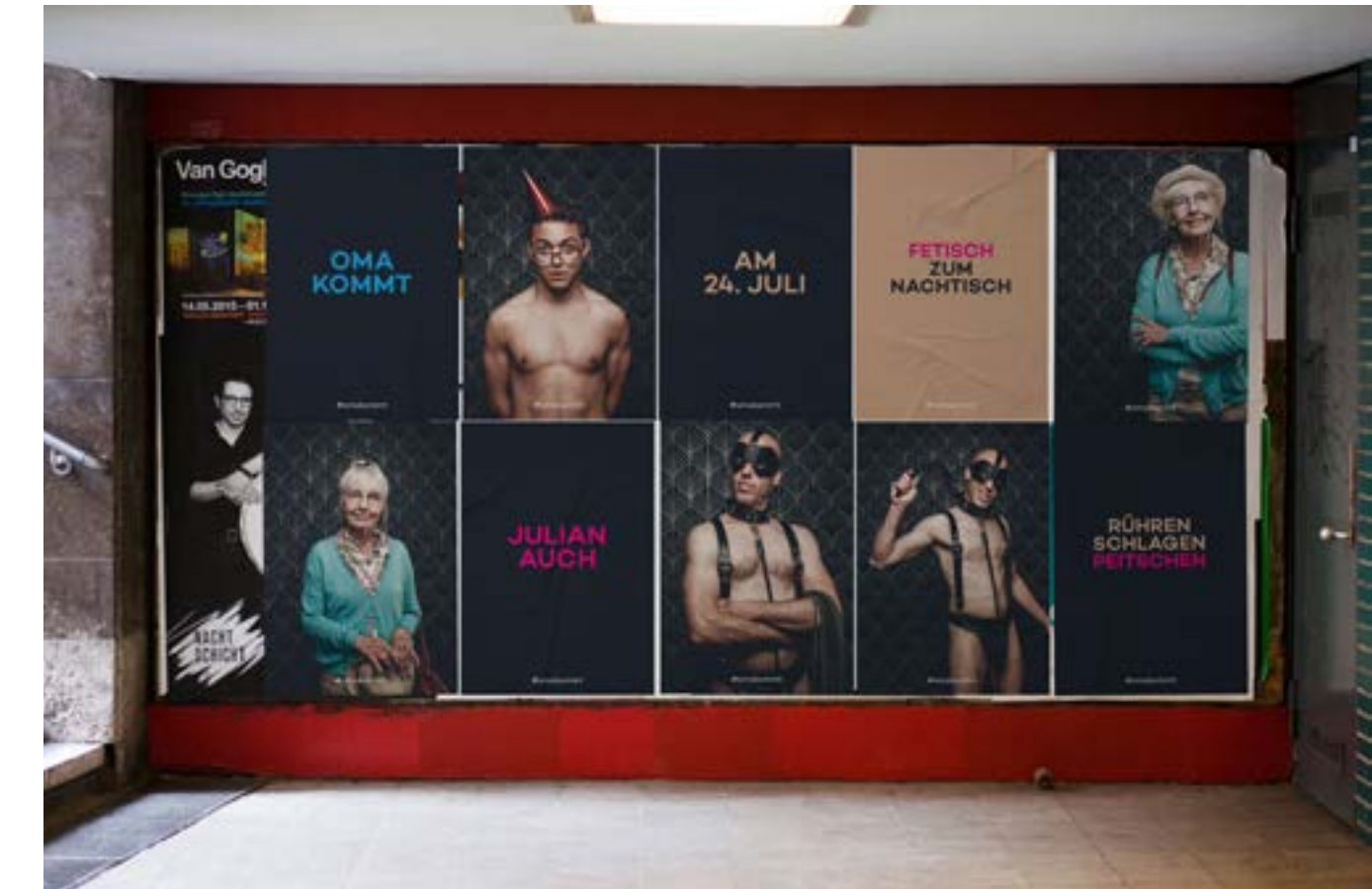
Grandma Comes



BTS film: www.vimeo.com/183128012

Furthermore, we produced a comprehensive behind-the-scenes photo and video package for the company's social media activities with Maximilian König as photographer and Steven Lüdtke as director of the BTW film.

Grandma Comes



After the commercial and photo production I created a specific campaign design and developed the concept for an interactive campaign website that was realized by diesdas.digital. On this website, BerlinLinienBus's followers could upload their personal, campaign-related content. So the brand was able to directly communicate with its target groups.

By the end of summer 2016, the BerlinLinienBus spot had a total of more than 2.5 million clicks on YouTube and Facebook. In August 2016, it was the #1 YouTube ad in Germany—ahead of Nike and Samsung. In the same month, BLB has doubled the turnover to 2.4 million euros, the highest monthly turnover in the company's history. In August and September 2016, market share increased by 3% to 14%. In addition, passenger numbers tripled in August 2016 compared to August 2015.

Further References

Further references

2019

Beiersdorf AG

Project: Naming and visual branding for Beiersdorf’s “Global Digital Team Beyond”

Agency: direct assignment by client · Role: creative director, project manager · Personal task: internal branding (name creation, visual identity) of the marketing unit for “Hansaplast” and “Eucerin”

2019

BMW Group

Project: Repositioning of the company’s three passenger car brands BMW, MINI, and Rolls-Roye

Agency: Kleinundpläcking · Role: senior brand strategist · Personal task: analysis and evaluation of the three brands’ main competitors (especially in terms of communication, portfolio, proof points); target customer profiling (insight definition and lifestyle visualization); analysis and evaluation of the three brands’ product history; future scenario forecast; creation of a repositioning approach

2019

SWR

Project: Commercial and campaign concept for German TV broadcaster Südwestrundfunk

Agency: Giganten Film · Role: senior brand strategist, creative director · Personal task: creation of a target customer-centered campaign concept; script development for an image film

2018

HSH Nordbank

Project: Repositioning and rebranding of German bank HSH Nordbank (now Hamburg Commercial Bank)

Agency: Kleinundpläcking · Role: senior brand strategist, creative director · Personal task: analysis and evaluation of the brand communication of the HSH’s international main competitors over the last decade; target customer profiling (insight definition and lifestyle visualization); concept creation for the bank’s new visual identity based on its brand repositioning; design agency evaluation

2014 – 2015

Daimler AG

Project: “Modern Luxury” — creation and implementation of a new global brand tonality for Mercedes-Benz

Agency: Kleinundpläcking · Role: senior brand strategist · Personal task: market analysis and evaluation (especially in terms of the latest communication activities of MB and main competitors); target customer profiling (with focus on Europe, USA, and China); creation of a visual concept for the brand’s new communication tonality; definition of general and worldwide photo and video guidelines

Curriculum Vitae

Curriculum vitae

Jonas Volker Meyer

Currently living in Berlin, born on May 9, 1982 in Saarbrücken, Germany

University degree in business administration (diploma), unmarried, no children

Language skills: German (mother tongue), English (fluent), French (basics)

Since 01/2019

MYP Media

Freelance copywriter, concept creator and director (founder and member of MYP Media)

Berlin-based network of interdisciplinary freelancers — common focus on brand communications and content production

Since 10/2010

MYP Magazine

Publisher and creative director

Berlin-based non-commercial and independent culture and society magazine

11/2011 – 12/2018

Kleinundpläcking

Senior brand strategist (freelance consultant on a fixed contract)

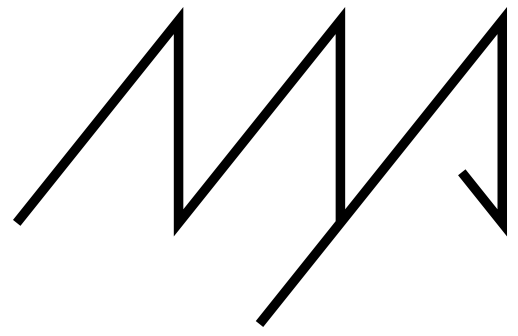
Berlin- and Stuttgart-based consultancy for brand and business strategy (focus on automotive, industry, and finance) — from 2016: responsible for the “brand experience” division

10/2008 – 12/2018

JMVC Brand Identity

Freelance brand designer

Own agency founded at startup center of Saarland University — focus on brand design and visual communication



I'm happy to hear from you.
Just get in touch!

Jonas Meyer jonas@myp-media.com +49 (0) 177 340 80 50

Office: Schnellerstr. 127 12439 Berlin Germany

myp-media.com [instagram.com/jonasmyp](https://www.instagram.com/jonasmyp) [behance.net/jonasmyp](https://www.behance.net/jonasmyp) [linkedin.com/in/jonasmyp](https://www.linkedin.com/in/jonasmyp)

Find out more about my interdisciplinary network of creative talents on myp-media.com/ensemble.

Find out more about our MYP Magazine on myp-magazine.com.

Behind the scenes

