

Our speciality: To create with exceptionally creative concepts, strategies and manageable financial resources the greatest possible benefits for our luxury & lifestyle clients in:

Architecture. Art. Beverage. Cars. Design. Events. Fashion. Food. Restaurants. Sustainability Communication.

WORK

Favorite Strategy-Concepts + USP (Ask in person!)

DIE WOCHE (Wochenzeitung)
Einmal die Woche.

BILDmobil (SIM-Card)
Das kann nur BILD.

ELMOTO (Electro Bike)
Futuristic Sexiness made by
Flower-Power German-Engineers.

BIZZARRINI (Automotiv)
The Godfather of Gran-Turismo

natch (Sustainable-Online-Magazin)
Enjoying Life in 60 sec.

NEPOS (Tech-Startup)
Eine digitale Welt. Für alle.

Nepos (Products, App, Tablet etc.)
Damit wir alle mitmachen können. (Switch on. Take part.)

SPD Dortmund (Wahlkampf)
Unser Dortmund! Gemeinsam mit Euch.

MANDALIA (Coachings)
#I am

BERNARD iGaming (IT-Consult)
We solve problems.

ABOUT

Marc-Oliver Drescher / Creative Consultant

Born 1970 in Heilbronn / 1986 Graduation Middle School / 1986 – 1989 Tailor / graduation journeyman.

1989 – 1990 Civil Service: Disabled Transport / 1990 – 1991 Art School Rhein-Neckar / 2 semesters of free painting & art history / 1991 – 1995 Foreign countries Barcelona, Boston, New, York, Toronto, Vancouver / 1991 – 1995 diverse Jobs: Retail salesman, forklift driver.

1995 – 2000 from Trainee to Creative Director (Copy) in Hamburg: TBWA, KNSK, S&J, Scholz & Friends. Clients: ABSOLUT Vodka, NIVEA, Lucky Strike, Mercedes-Benz. / 2000 – 2002 Creative Director at FCB Berlin, Clients: Compaq Computers, SAT 1, N24 etc. / 2002 – 2016 Freelance Konzeptioner & Copywriter (Creative Director) for: adidas, Bittburger, BILDmobil, Budweiser Budvar, Deutsche Bahn, Maggi, Mc Donald's, Nike, Porsche, Renault, Saab, SEAT, Sony, Warsteiner etc.

Without a smart & beautiful story, algorithm is nothing!

1995 – today Digital-Experience: No Tech! No Nerd! But a Story-Teller. Examples: the first WELT Online Homepage. Net Luck-City“ for Lucky Strike, previous model of „Second Life“. The adidas Originals Facebook without Facebook. A concept for SONY „Make the SONY mp3 Player sexy again“. ÖGERtours „Turkey is more than coast.

The highest form of luxury are innovative products, that work with and not against the nature!

2008 – today Sustainability-Experience, the only Cradle to Cradle certified advertiser in Europe / Ambassador. Clients: BIZZARRINI Automotive, Earthbeat Foundation Zurich, menu&more Zurich, petit h Paris, RICOLA Switzerland, VIERI Haute Joaillerie Berlin etc.

Teacher for Copywriter at Merz-Akademie / Stuttgart, FH / Dortmund, I.ND / Berlin

2016 – today in the name of **MODC** Lifestyle Communication and/or Sustainable-Strategies for Bizzarrini, Dr. Peters, immobilienscout24, menu&more, NEPOS Computer, Nepos Products, petit h Paris, SPD, TROCKLAND, Radeberger Group for Dorland (Berliner Kindl, Berliner Pilsner, Schultheiss), VIERI Haute Joaillerie, etc.

Architekturpreis Berlin e.V. Board Member

Cradle to Cradle the only certified advertiser in Europe / Ambassador

Earthbeat Foundation Member of the Advisory Board

CONTACT

www.modrescher.com

MODC

M.-O.Drescher

Klopstockstrasse 32

Alvar Aalto House

D-10557 Berlin

(+49)170-233-948-9

mod@modrescher.com